



# Nicholas Hall's OTC INSIGHT

## LATIN AMERICA

- 173 Global OTC Update**
- 174 Trends & Developments**
- 175 Market Report:  
Derma 1**  
Antifungals and hair loss treatments drive growth across the region
- 193 Company Monitor:  
Takeda**  
Acquisitions establish Takeda as a top regional OTC player
- 197 Regulatory Round-up:**  
A summary of regulations that affect the region's OTC market
- 201 Market Report:  
Derma 2**  
Genomma struggles in Mexico; remaining Big 4 countries do well
- 219 Newsbrief**  
RB, Teva and Merck keen to expand in the region
- 223 Products**  
The latest launches and A+P campaigns



Nicholas Hall & Company, 35 Alexandra Street  
Southend-on-Sea, Essex, SS1 1BW, England  
T: +44 (0)1702 220 200 F: +44 (0) 1702 430 787  
E: [Insight.LatinAmerica@NicholasHall.com](mailto:Insight.LatinAmerica@NicholasHall.com)  
[www.NicholasHall.com](http://www.NicholasHall.com)

© 2015 Nicholas Hall Group of Companies  
Nicholas Hall's INSIGHT™ ® is a registered trademark  
belonging to Nicholas Hall

Annual subscription rate 2015: £2,500. Please contact  
[Subscriptions@NicholasHall.com](mailto:Subscriptions@NicholasHall.com) for details of multiple site or  
global licences (with online access). Media pack and advertising  
rates available on request.

Subscriptions are valid at a single site (the delivery address) only. This publication should not be distributed in whole or in part to any other  
address in its original form, as a photocopy or any kind of electronic copy without the express permission of the publisher in advance.

Publisher: Nicholas Hall

Editor: Catherine Blood

Researcher / Writer: Charlotte Goodwin, Jen Jones, Rachel  
Lammas, Mary Brooks

Brazilian correspondent: Henry Adler

Subscriptions: Andrea Marchant

Marketing: Val Tsang

Executive Vice President: Nina Stimson

Senior VP, Business Development: Filomena Pead

Medical Correspondent: Catherine Hall

Original articles and all other contributions published in Nicholas  
Hall's INSIGHT may only be reproduced with special permission and  
provided due acknowledgement is made to the source. The publishers  
accept no responsibility for any view expressed or statements made  
in signed contributions or in those reproduced from any other source.

## Nicholas Hall & Company offers the world's most complete OTC marketing & business solutions

### Consultancy and L&A

With 37 years experience in the consumer healthcare  
industry across the globe, Nicholas Hall & Company  
offers unrivalled expertise and detailed knowledge.  
We offer wide-ranging consultancy services in  
OTC business development including market entry  
strategies, licensing and acquisition search. A  
growing number of clients large and small, global  
and local, rely on our advice to help them grow  
their business.

### Competitive Intelligence & Market Analysis

Designed to meet individual company needs,  
CIMA tracks OTC developments across specified  
companies, categories and regions. We work with  
you to define the optimum content and frequency  
for your company – working closely with you to  
design your company strategy.

### DB6 Global OTC Database

Our unique sales database dedicated to OTC  
currently used by 12 of the leading global OTC  
marketers. It contains sales & forecast data  
across 62 countries providing market intelligence,  
analysis and insight. Nielsen has licensed its entire  
OTC market data to Nicholas Hall & Company,  
further strengthening the database in a number  
of important countries and categories to support  
investment decisions.

### Nicholas Hall Reports

With the latest information on OTC healthcare, our  
reports provide analysis of key trends and guidance  
for strategic planning on a global, regional or local  
scale – with detailed coverage by category, by  
company and by brand.

### Nicholas Hall's OTC TalentSelect

Using our years of experience serving the global  
consumer healthcare market, our recruitment service,  
*OTC TalentSelect*, is unique in talent acquisition and  
appointments in the consumer healthcare industry.

We deliver customised solutions for middle / senior  
management and executive level appointments across  
the world.

### OTC DASHBOARD

This frequently-updated, customisable web applet  
provides instant access to consumer healthcare trends  
and topline data. It is designed for those who are short  
on time, but require a strategic view of the global OTC  
market. *OTC DASHBOARD* gives its users comprehensive  
coverage to make informed decisions, backed by insightful  
analysis from our team of expert market researchers.

### OTC.Newsflash

Used by many multinationals daily, this subscription-only  
weekly bulletin brings you 20-30 of the most important  
OTC industry developments covering product and  
company news, M&A activities, essential insights from  
Nicholas Hall and flash data from *DB6*. *OTC.Newsflash*  
keeps you informed about the world of OTC without  
information overload.

### OTC.NewDirections

Sent directly to you via email, this subscription-only  
weekly news bulletin, produced in association with  
JensonR+, specialists in the application and management  
of national and international drug licensing procedures,  
brings you a selection of the latest and most important  
news in regulatory, switch and scientific affairs.

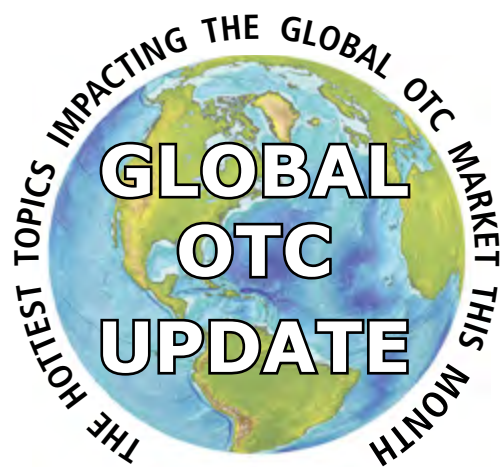
### Nicholas Hall's Network Partners

Our collaboration with independent consultants,  
marketing and regulatory agencies around the world,  
specialising in OTC medicines, consumer healthcare and  
personal care enables us to offer expertise at local level  
across the world.

### Conferences & Action Workshops

Discover, share and debate the latest topics, trends and  
opportunities with an international group of delegates.  
Events are designed to leave attendees well-informed of  
new trends and innovative ideas for building successful  
and profitable OTC brands.

For more details, visit [www.NicholasHall.com](http://www.NicholasHall.com) or email [info@NicholasHall.com](mailto:info@NicholasHall.com)



### The Editor writes ...

M&A activity in LatAm over the past couple of months (see *Newsbrief* p219) indicates the potential many companies continue to see in the region, despite the economic slowdown. Indeed, traditional OTCs are holding up well, compared with cosmetic / consumer-focused brands, as demonstrated by Genomma's woes in Mexico (see *Derma 2 Market Report* p201) and Hypermarcas' concerns over the future of its consumer unit (see *Newsbrief* p220).



Email me at [Catherine.Blood@NicholasHall.com](mailto:Catherine.Blood@NicholasHall.com)

#### LATIN AMERICA

- RB exercises option to acquire handful of BMS' OTCs in Brazil and Mexico, plus its Mexican OTC manufacturing site
- Mexico's FEMSA acquires 60% equity stake in Chile's Grupo Socofar, which owns leading drugstore chain Cruz Verde
- Teva gains access to Mexico's fragmented generics market plus a number of OTCs following purchase of RIMSA for US\$2.3bn

#### EUROPE

- Poland's URPL has approved the Rx-to-OTC switch of Valeant's Deflegmin (ambroxol hydrochloride 75mg) and Meloxicam Adamed 7.5mg tablets
- Perrigo's Omega Pharma has submitted an application for CE Mark designation for BL-5010, developed by its clinical-stage partner, BioLineRx, for non-surgical removal of seborrheic keratosis and other skin lesions

#### NORTH AMERICA

- The US FDA has approved Allergan's Abbreviated New Drug Applications for generic versions of RB's Mucinex DM Regular Strength, Mucinex DM Maximum Strength and Mucinex Maximum Strength
- Canadian Health Minister Steve Kent has announced that Newfoundland and Labrador will allow pharmacists to prescribe drugs for minor ailments, including acne, cold sore and rhinitis

#### ASIA-PACIFIC

- Infant care company Biostime has acquired an 83% stake in Australian VMS specialist Swisse Wellness for A\$1.39bn, which will become an indirectly-held subsidiary
- RB's CEO Rakesh Kapoor has called for the removal of certain price controls in India, which he believes can hinder consumer access to healthcare products, damage profitability and limit marketer investment

# Trends & developments

## MARKET REPORT: DERMA I Simplifyle 6 (pp175-192)

Cosmetic acne remedy launches from Vichy / L'Oréal and Unilever (Mex) p182-183  
New **Dermacontrol** presentations join **Cetaphil** anti-acne line (Ven) p190  
**Detens** hair loss patch launched by Softcaps (Col) p188  
**Gino-Canesten** VYI treatment now available OTC (Bra) p178  
Head lice treatments impacted by manufacturing issues (Bra) p179  
Launches boost nail antifungal category (Bra) p177  
**Pilexil** enters hair scalp treatments (Bra) p180  
**Silk Medic** general antifungal launched by Genomma (Col) p185  
**Triatop** scalp treatment relaunched and reformulated (Mex) p183

## MARKET REPORT: DERMA 2 Simplifyle 6 (pp201-218)

**Cicatricure** wound healer affected by copy-cat launches (Bra) p204  
J&J introduces **Desitin** nappy rash cream (Bra) p203  
Genomma and União Química launch haemorrhoid preparations (Bra) p206  
Sanofi rolls out **Lactacyd ProBio** FIH presentations (Mex / Col) p210-214  
**Menticol** anti-itch line extended (Col) p214  
**Mexsana** antiseptic foot talc a strong brand (Mex / Col) p209-213  
**Varicell** circulatory aid boosted by gel line extension (Bra) p205  
High profile VYI antifungal brands enter FIH category (Mex) p210

## COMPANY MONITOR: TAKEDA Simplifyle 13 (pp193-196)

Acquisition and investment boosts Takeda's growth in Brazil p193  
Company set to continue expansion into Emerging Markets p194  
Analgesics is key market for Takeda in LatAm p194  
Generic portfolio gained via Multilab p194

## NEWSBRIEF Simplifyle 15 (pp219-222)

**Boiron** to expand via launches (Bra) p221  
**Cristália** buys **Latinofarma** (Bra) p219  
**FEMSA** gains equity stake in Cruz Verde (Mex) p219  
**Merck** relies on region for growth (LatAm) p220  
Morning-after pill OTC in Chile (Chi) p222  
**RB** set to purchase **BMS** brands (Bra / Mex) p219  
**Teva** acquires **RIMSA** (Mex) p219  
**Ultrafarma** to enter Chinese market (Bra) p221

## REGULATORY ROUND-UP Simplifyle 9 (pp197-200)

ANVISA proposes new framework for regulating OTCs (Bra) p197  
Tax increases for imported medicines and raw materials (Bra) p197  
E-cigarettes legalised (Mex) p199  
Herbal ingredient debate continues (Col) p199  
Nationwide medicine shortages of 70% (Ven) p199

## PRODUCTS ROUND-UP Simplifyle 14 (pp223-225)

**Aerotina Pediátrico** antihistamine introduced (Arg) p225  
**Broxol Alerg** cough remedy new (Ven) p224  
EMS launches **Colevit D** vitamin D drops (Bra) p224  
**Duplostet** functional food supplement new from Abbott (Bra) p223  
**Vitasay Stress** multivitamin relaunched (Bra) p223

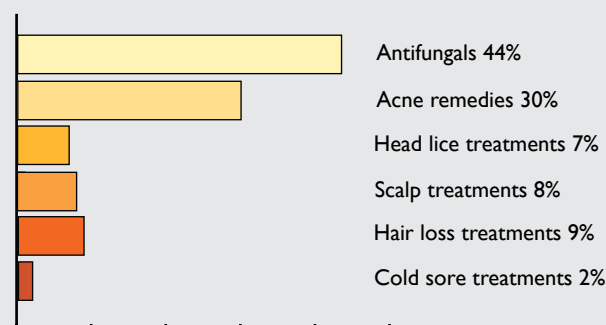
# Derma 1: Antifungals and hair loss treatments drive growth

## Big 4: At-a-glance guide for OTC dermatologicals 1 2015

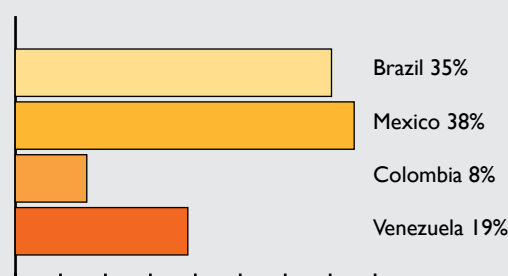
**TOPLINE:** Big 4 revenue increased by 13% to US\$489mn. Brazil (+16%) and Colombia (+18%) recorded excellent results; Venezuela's 34% rise was inflation-led with the market still impacted by stock shortages, while Mexico's sales were flat. The largest category, antifungals, was one of the best-performing (+14%) thanks to the booming nail antifungal segment. Hair loss treatments (+19%) and acne remedies (+11%) were also strong.

**MARKETERS / BRANDS:** Genomma remains one of the top marketers with a diverse portfolio spanning many categories. Its nail antifungal, Lakesia, grew strongly in both Brazil and Mexico, while Asepia acne remedy leads in both countries and Colombia. Loceryl (Galderma / Nestlé) and Canesten (Bayer) are also important antifungals across the region. L'Oréal markets acne remedies and scalp and hair loss treatments through its La Roche-Posay and Vichy brands.

## Big 4: Sales by category 2015\*



## Big 4: Sales by country 2015\*



\* Total sales US\$489mn, based on Nicholas Hall's global OTC database, **DB6** (MSP)

## Big 4: OTC dermatologicals 1 overview 2015

Market indicators (MSP)	Brazil	Mexico	Colombia	Venezuela	TOTAL
Total (US\$mn)	173.5	183.6	38.7	93.4	<b>489.2</b>
Index (15/14) <sup>†</sup>	116	100	118	134	<b>113</b>
Total (local currency mn)	R\$547.9	Ps2,819.6	Ps97.2bn	BsF1,120.6	<b>N/A</b>
Exchange rate (lc to US\$)	3.16	15.36	2,511.33	12.00	<b>N/A</b>
Per capita spend (US\$)	0.86	1.53	0.81	3.09	<b>122</b>
Population (mn)	202.8	119.7	47.7	30.2	<b>400.4</b>

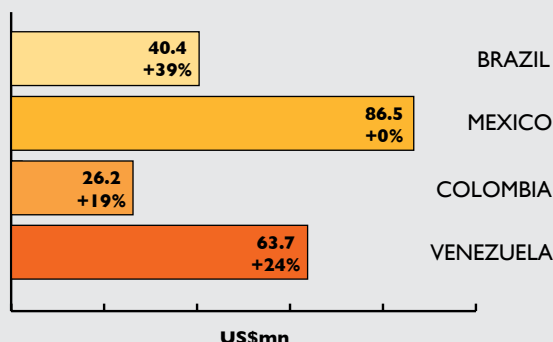
<sup>†</sup> Calculated in local currency

**DATA SOURCE:** Nicholas Hall's OTC INSIGHT (12 months to June 2015) based on Nicholas Hall's **DB6** OTC database, in partnership with Nielsen in specific countries. All exchange rates from Qanda.com, published on 1st June 2015 except for Venezuela, which uses the Venezuelan government's SICAD rate. Applies to all data referenced in the report unless otherwise stated. Owing to changes in channel coverage, data is not directly comparable to last year's Market Report.

# Derma 1: Key category analysis

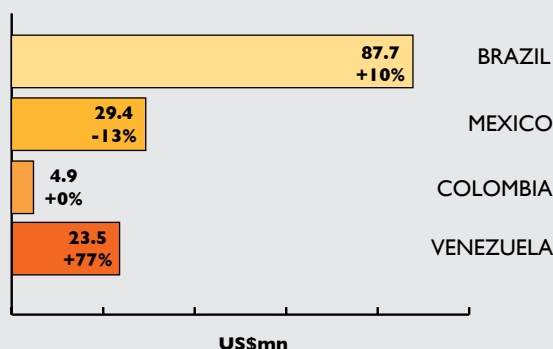
## Antifungals

- Big 4 sales increase by 14% to US\$217mn
- Nail antifungals responsible for Brazil's 39% rise, driven by new No.1 Lakesia
- VYI remedies behind Colombia's strong growth; likely to continue following Lomecan V 2% approval
- Gino-Canesten switch opens up VYI category in Brazil



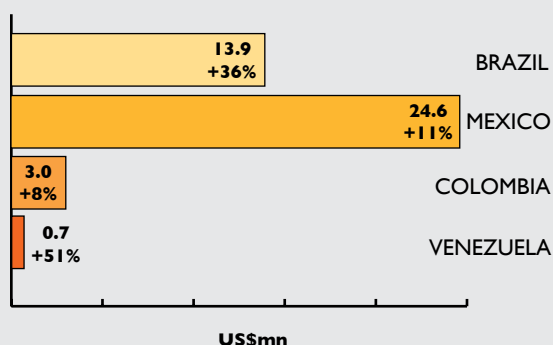
## Acne remedies

- Regional sales grow by 11% to US\$146mn owing to double-digit rises for Brazil and inflation-led Venezuela
- Asepxia No.1 in Brazil but sales flat; declines in Mexico and Colombia where it also leads category
- Effaclar the standout brand in Brazil; Oxy and Axel best performers in Mexico



## Hair loss treatments

- Overall revenue up 19% to US\$42mn
- Genomma dominates category; Tio Nacho now No.1 brand in Brazil, driving 36% rise ...
- ... and Sistema GB leads category in Mexico
- Few OTC competitors in Venezuela, while Softcaps' Detens patch launch offers new format in Colombia



## Others

- Scalp treatments generate significant sales (+8% to US\$41mn). Genomma's Medicasp is an important regional brand and the company has also reformulated and relaunched Triatop in Mexico, which it acquired from J&J in 2014. In Brazil, Pilexil (Valeant for Lacer) has also entered the category
- A 6% decline for head lice treatments in Brazil was a result of manufacturing issues concerning two of the leading brands: Escabin (Hypermarcas) and Kwell (Aspen). Consequently, Big 4 revenue only grew by 5% to total US\$35mn
- Colombia's cold sore category opens up further following the switch of penciclovir in 2014



# Brazil

## Brazil: Dermatologicals 1 2015

	Rsmn	US\$m	Index 15/14
Antifungals	127.6	40.4	139
Acne remedies	277.0	87.7	110
Head lice treatments	22.3	7.1	94
Scalp treatments	76.6	24.2	107
Hair loss treatments	43.9	13.9	136
Cold sore treatments	0.5	0.2	200
<b>Total</b>	<b>547.9</b>	<b>173.5</b>	<b>116</b>

## Antifungals: Nail antifungals skyrocket

- Lakesia now No.1 brand
- Gino-Canesten switch creates OTC VYI remedies category

Total antifungal sales generated Rs128mn (US\$40mn) during the reporting period, an increase of 39%. Products for treating nail fungus were responsible for driving growth, with sales more than doubling, meaning that the segment – valued at Rs58mn (US\$18mn) – now contributes 45% of total antifungal revenue. While Loceryl (Galderma / Nestlé) has been available for some time, a number of launches during the previous two years have been behind this surge and their success has had an impact on more traditional general antifungals, with sales of such products increasing by just 6% over the year, to Rs69mn (US\$22mn).

Indeed, it is Lakesia (Genomma) nail antifungal that now sits at the top of the total antifungals category following its 2014 launch. TV ads have communicated that the spray's formula is safe, efficient and quick in eliminating fungus. Website [Lakesia.com.br](http://Lakesia.com.br) claims that it is for people who "are tired of trying other products that don't work" and features a direct link to an online retailer offering a discounted price.

Although Lakesia has now overtaken Loceryl as the leading nail antifungal, greater consumer awareness of the newly-created category has benefited the long-standing brand, which grew by 29%. With the bulk of revenue being generated by the lacquer presentation, its differentiated format and active ingredient (amorolfine) have allowed the brand to stay competitive following Lakesia's launch. Additionally, unlike the leading brand, which requires two to three applications per day, Loceryl is recommended to be applied once per week (albeit for a longer duration).

MDR's Unhaplus is another nail antifungal that has risen through the rankings following its 2013 launch. However, sales of the original version have been impacted by Lakesia, as both are available in spray formats and use the same actives (iodine, salicylic acid, benzoic acid + potassium iodide), with Unhaplus' version declining by more than 20% during the reporting period. Additionally, Natulab was quick to bring out a branded generic version under the name Unha Gold, which has also hurt revenue. In an effort to remain competitive, the company launched an A+P campaign in November, comprising TV ads and POS promotions, while a solution format complete with applicator was also introduced in 2014 under the name Unhaplus. This helped overall brand sales to grow by low double digits during the reporting period.

Vodol (União Química) remains the No.1 general antifungal which, after a disappointing performance during the previous year, has now returned to growth, recording a rise of 14%. Line extension Vodol Aero aerosol, which launched at the end of 2013, joined the cream – which is the best-selling presentation – as well as the spray and powder. União Química has also upped A+P investment, including TV ads during the summer season, while POS activities and print ads have attempted to educate consumers on foot health and the benefits of Vodol. União Química also fields Andriodermol, which sits in third place but could only manage growth of 3%.

Canesten general antifungal sits in second place. It has experienced a turbulent few years: brand sales dipped during 2011-13 when the solution and spray formats were unavailable. While it returned to growth in 2014, sales during the reporting period have once again declined owing to stocking issues with the cream presentation, caused by adjustments to the patient information leaflet. A company spokesperson indicated that Bayer expects full distribution to resume by October 2015.

The remaining general antifungals each generate sales under Rs3.5mn (US\$1.1mn) and include ABC (Kley Hertz), Clotrimix (Divcom / Eversil) and Tefin (Hypermarcas). While ABC recorded good double-digit growth, Clotrimix's flat performance may well be improved upon following the launch of a lacquer for treating nail fungus in mid-2015.

A significant development affecting the VYI segment occurred in February when Bayer received approval to market Gino-Canesten as an OTC. Previously the brand – and other VYI remedies – had been limited to Rx status; this is despite antifungals for vaginal candidiasis being listed in the 2003 version of OTC register, GITE (List of Groups & Specified Therapeutic Indications). The OTC presentations – all formulated with clotrimazole – reached shelves in Q3 2015: Gino-Canesten 1 (500mg) vaginal tablet has a treatment time of one day, while Gino-Canesten 3 (100mg/5g) and 6 (50mg/5g) vaginal creams have treatment times of three and six days respectively. TV ads and a brand website highlight how common it is for women to suffer from VYIs, with the TV campaign stating that only one application of Gino-Canesten 1 is required to alleviate symptoms and that “*agora, esse cuidado íntimo está em suas mãos*” (now, this intimate care is in your hands), reflecting its new OTC status. It will be interesting to see whether any other competitors also make their VYI remedies available OTC over the coming year.



*Gino-Canesten is now available OTC*

## Acne remedies: Line extensions drive sales

- **No.1 brand Asepxia flat**
- **Effaclar and Azelan best top-tier performers**

Acne remedies grew by 10% to Rs277mn (US\$88mn). Genomma's Asepxia sits convincingly as category leader, generating one-third of revenue. However, despite continued investment in mass media A+P, the brand has now plateaued following its 2010 launch, with value sales flat during the year and units falling by single digits.

Second-placed Effaclar (La Roche-Posay / L'Oréal) was one of the main growth drivers, up 30% to take a 15% stake. Comprising an array of premium-priced acne products, including soaps, gels and moisturisers, the line receives strong investment in line extensions – the most recent of which is May 2015 launch, Effaclar BB Blur. This product takes the brand in a new direction, as it is its first cosmetic entry. The skin-tone mousse is designed to be applied to the face to smooth and cover imperfections and is said to control oiliness for nine hours.

With little A+P investment, Dermotivin (Galderma / Nestlé) lost out to better-performing competitors, declining by 2%, despite the introduction of 70ml versions of the liquid soaps in 2014. However, the company is committed to growing its business in Brazil, as demonstrated by its Rs200mn (US\$63mn) investment in a new factory in Brazil in early 2015. The manufacturing site will produce OTCs including acne remedies, indicating that Dermotivin may profit from this investment in the years to come.

Fourth-ranked Actine (Darrow / Pierre Fabre; +22%) outperformed the category. Following the 2013 launches of Actine facial exfoliator and oil-free facial sun protector, the company introduced Actine astringent lotion in early 2015. It is claimed to control oiliness for up to four hours without drying skin, while stimulating cell renewal.

Azelan (Bayer; +35%) was another outstanding performer. The brand has grown strongly in recent years and now battles it out with Acnase (Avert) for fifth place. Following



the introduction of Azelan gel 15g in 2011, both the 30g gel presentation and the cream have been withdrawn. Azelan generates a sizeable proportion of revenue through dermatologist recommendations, although in 2014 the product's packaging was updated, giving it a more consumer-friendly appearance.

Acnase also had a good year on the back of investment, growing by 18%. The company has divided the brand into three sub-groups: Limpeza (Cleansing), for the initial treatment of blackheads and pimples; Tratamento (Treatment), to treat the cause of spots; and Emergência (Emergency) on-the-go products to calm flare-ups. Six new items have also joined the range: a cleansing gel-cream, a cleansing mousse, facial wipes and three soap bars – Antiacne, Cleansing and Exfoliating. TV ads highlight the new sub-groups and feature an endorsement from teenage actress Polliana Aleixo.

Elsewhere, Stiefel / GSK's Clindo grew by 61% to claim a mid-tier place. In July 2015, the Clindo Pele Acneica sub-range was extended with an exfoliator, joining the soap bar, liquid soap, mousse cleanser and lotion. In May, Stiefel also launched an app entitled, "De Cara Limpa" (Barefaced), which allows users to take photos of their skin during a breakout in order to compile a collection to discuss with their dermatologist.



## Head lice treatments: Still in decline

- Escabin supply resumes
- Kwell also hurt by manufacturing issues

Head lice treatments recovered somewhat from its double-digit downturn during the previous reporting period; its decline was limited to 6%, with sales now sitting at Rs22mn (US\$7.1mn). The category has been impacted by the unavailability of two key head lice brands: Escabin

(Hypermarcas) and Kwell (Aspen). However, both have now returned to market, indicating that the performance of the category may improve in the near future.

Once again, Escabin sales almost halved during the reporting period, meaning the former No.1 brand has now slid into second place. Manufacturing issues resulted in stock shortages of Escabin in 2014; however, YTD sales indicate that the shampoo and lotion are returning to normal. Furthermore, in May 2015, the company announced a new radio campaign in support of the brand, suggesting that Escabin may recover its leading position during the next reporting period.

Aspen's Kwell has now claimed the No.1 spot, although it also recorded a decline (-4%). In August 2014, the company informed ANVISA that it was temporarily discontinuing the brand, owing to a change in the manufacturing site, with reactivation of its production taking place in April 2015. Following this, in August, Kwell was promoted via new print and TV ads, which showed how easy it is for lice to transfer between children's heads.

Keltrina (Multilab / Takeda) and Miticocan (Aché) profited from Escabin and Kwell's absences, with both achieving growth of around 20%, although sales still sit below Rs3.5mn (US\$1.1mn).

## Scalp treatments: Single-digit rise

- Dynamic performances from Darrow's Doctar and Klinse
- Valeant's Pilexil enters category

The Rs77mn (US\$24mn) scalp treatments category recorded an average performance with a 7% rise. La Roche-Posay's (L'Oréal) premium-priced Kerium brand continues to lead the category, with sales up 5% during the year. The brand offers a comprehensive line-up of shampoos, including versions for oily and dry hair, although it is the Kerium DS Intensive Shampoo that remains the brand's best-seller.

Genomma's Medicasp has a different target market to Kerium, with a more accessible price point and greater consumer-oriented A+P. TV ads have claimed that the brand can eliminate dandruff within 21 days. Medicasp sits in second place and recorded growth of 7%.

Medley / Sanofi's generic ketoconazole shampoo ranks third and recorded an 8% rise, while Darrow / Pierre Fabre's Doctar shampoo grew by an impressive 50% to claim fourth place. Pierre Fabre's President, Bertrand Parmentier, announced in May 2015 that the company was investing Rs50mn (US\$16mn) to increase production capacity at its dermocosmetics factory in the country, principally for its Darrow and Avène brands, which will likely further boost growth. In addition to Doctar, which is positioned as an intensive treatment, Darrow markets Klinse shampoo for daily use.

Stiefel / GSK's Stiproxal and Stiprox are also important brands but both declined by single digits; however, Tarflex (known globally as Polytar) has returned to market following a period of absence caused by difficulties in obtaining the raw material.



In terms of launches, Valeant (for Lacer) extended Pilexil hair loss brand with anti-dandruff shampoos – in greasy and dry hair versions – in mid-2015. Formulated with a combination of terpeneol, white willow, salicylic acid and climbazole, the new presentations have been supported with ads in the trade press.

## Hair loss treatments: Tio Nacho boosts category

### • Pilexil impacted by supply problems

While we have seen a rise in the number of supplements positioned for strengthening hair (not tracked here), the hair loss treatments category has profited from the cosmetic-focused Tio Nacho (Genomma), which has

helped sales rise by 36% to Rs44mn (US\$14mn). Indeed, following its 2013 launch, Tio Nacho is now in first place after sales doubled during the year. All four versions are claimed to help strengthen the hair root; however, they also offer cosmetic benefits: the hair lightening shampoo and conditioner are said to lighten hair naturally; the anti-ageing shampoo is claimed to prevent the early onset of grey hair, while the herbal shampoo can help to revitalise the scalp and reduce oiliness.

Two of L'Oréal's premium derma offerings compete in second and third place: Vichy's Dercos and La Roche-Posay's Kerium. Dercos entries include Energizante shampoo and conditioner, which both recorded a double-digit rise over the year, with growth for the lower-ranked Aminexil Pro ampoules limited to single figures. Kerium's hair loss shampoos were also only able to post an increase of 8%.

Valeant's Pilexil had a disappointing year with sales falling by 28%. This was owing to a disruption in supply following the introduction of a new formula in early 2015. The shampoo and tonic now contain ocapixyl complex, claimed to prevent and control hair loss, as well as stimulate growth. Additionally, the brand's packaging has been updated.

## Cold sore treatments: Majority remain Rx

### • Herbal Imuno-Max offers OTC option

With antiviral cold sore treatments limited to Rx sale, there is only one OTC entry of note: Imuno-Max (Herbarium). The herbal brand is formulated with cat's claw. Imuno-Max sales doubled during the year, thanks to the introduction of a 10g SKU which replaced the 5g. However, it still only generates less than Rs600,000 (US\$190,000).



# Mexico

## Mexico: Dermatologicals 1 2015

	Psmn	US\$mn	Index 15/14
Antifungals	1,328.6	86.5	100
Acne remedies	451.6	29.4	87
Head lice treatments	336.4	21.9	105
Scalp treatments	217.7	14.2	110
Hair loss treatments	378.5	24.6	111
Cold sore treatments	106.9	7.0	103
<b>Total</b>	<b>2,819.6</b>	<b>183.6</b>	<b>100</b>

## Antifungals: Flat sales despite growth for general antifungals

- Nail antifungals and VYI remedies in decline
- Strong sales for Genomma in each segment

Total antifungals sales were flat at Ps1.3bn (US\$87mn) during the reporting period. The Ps752mn (US\$49mn) general antifungals segment grew by 5%; however, this was outweighed by an 8% decline for VYI treatments, which contribute just under a third of sales, plus a 3% fall for nail antifungals (12% share).

Silka Medic (Genomma; +2%) garnered the majority of general antifungals sales with a range comprising the original terbinafine gel and Silka Medic Defensa foot talc, positioned to provide 24-hour protection from odour. In February 2015, Genomma agreed to supply 300,000 doses of antifungals to the Mexican government as part of a campaign entitled, "*Detecta, Medica, Elimina*" (Detect, Medicate, Eliminate), which sought to promote the treatment and prevention of athlete's foot. According to the government, 10% of the population of Mexico City suffers from the condition. With between 50-60% of these receiving inadequate treatment, it estimates that improved rates of prevention could shave Ps440mn (US\$29mn) from the national healthcare bill. The product was distributed to sufferers through participating clinics and health centres

across the capital. Meanwhile, a series of TV ads during the reporting period highlighted the rapid effects of Silka Medic in treating a range of symptoms including cracked skin, odour and dampness, and featuring the new slogan, "*Me alivio a tiempo*" (Relieves me on time). Genomma also fields low-tier Micotex (undecylenic acid), which saw significant growth over the reporting period.

No.2 Lotrimin was more dynamic than the category leader (+8%), profiting from Bayer's 2014 acquisition of Merck Consumer Care. Sanofi competes with its well-extended Ting range, which sits in third place and comprises the original cream in addition to a number of deodorising foot talcs. The brand was backed by consumer-focused A+P in the form of TV ads, retail discounts and a competition to win an iPhone, helping the brand to grow by 3%.

Derman (KSK / Taisho) and Lamisil (GSK CH) complete the Top 5 and both were driving forces behind the segment's 5% rise. Derman, which includes the original cream and powder for treating athlete's foot, grew by an impressive 30%. Compañía Internacional de Comercio (CICSA), KSK's parent company, which was bought by Taisho in 2012, has undergone a number of strategic changes to maximise sales of its brands in recent years, including reorganising its sales teams and strengthening client relations, which has had a positive impact on its OTC portfolio. The company is making further changes to its marketing strategy, including increased digital support, in addition to TV and print A+P, which may well continue to fuel brand growth.

Meanwhile, Lamisil (+11%) was supported with a series of online videos, which highlighted its point of difference over competitors: the Lamisil 1 line extension can treat fungal infections with a single application.

Genomma continues to dominate the Ps165mn (US\$11mn) nail antifungals segment with Unesia (bifonazole) and Lakesia (ciclopirox). Despite taking smaller sales, Lakesia – which launched in Q3 2013 –

stole share during the reporting period, growing by almost 40%, while Unesia declined by 15%. Unesia is an ointment positioned as a 47-day treatment for a range of symptoms relating to fungal nail infections, including odour, discolouration and itching; the brand was supported by TV ads recommending use from the first sign of infection. Lakesia 8% solution was also backed by A+P investment over the reporting period, with promotional discounts and TV ads highlighting the product's four week treatment period.

The majority of top VYI treatments declined during the reporting period, resulting in segment sales falling by 8% to Ps413mn (US\$27mn). The one brand to buck the trend was Lomecan V (Genomma), which sits in second place and grew by 4%; the range comprises cream and ovules in addition to the FIH soap line extension (see *Derma 2 Market Report* p211). TV ads during the reporting period have emphasised the brand's rapid action, with relief from the first application, and promoted the use of a combination of the presentations for long-lasting action.

Despite TV ads and a strong online presence, leading VYI remedy Canesten V (Bayer; clotrimazole) fell by 9%; stablemate Vagitol V suffered a similar fate with a decline of 19%. However, sales may improve in the next reporting period; in mid-2015 Bayer launched the "*Visita a tu gine*" (Visit your gynaecologist) project in collaboration with COMEGO (Mexican Association of Gynaecological and Obstetric Specialists). The campaign is designed to increase awareness of female sexual and reproductive health, with women offered an initial gynaecological consultation for free upon registering on the website [Visitaatugine.com.mx](http://Visitaatugine.com.mx). Candiflux (Liomont) and Gyno Daktarin (J&J) also failed to achieve growth.

---

## Acne remedies: In decline

- Asepxia still dominates
- Cosmetic launches from Vichy / L'Oréal and Unilever

The Ps452mn (US\$29mn) acne remedies category experienced a steep decline, primarily as a result of a

sharp decrease for No.1 brand, Asepxia (Genomma), which takes three-quarters of category sales. This was despite continued investment in A+P after the entire range was relaunched in 2014 to include "*microesponjas*" (micro-sponge) technology. Additionally, the brand was updated during the reporting period and now the whole range uses trademarked "Acnil Control", claimed to leave the skin free from imperfections for longer. Like a number of brands within Genomma's Mexican portfolio, Asepxia has been affected by a weak consumer environment as well as the exit of leading distributor Casa Saba, although the company is hoping to turn around the fortunes of its domestic sales by Q4 2015.

With much smaller sales Axel (Grisi) and Oxy (Mentholatum / Rohto) vie for second place and both grew by double digits. Axel, which is backed by new animated TV ads at the time of writing, was the better performing of the two entries, increasing by 20%. Meanwhile, sales of Oxy rose by 14%. The brand is divided into three sub-ranges: Oxy Clean, comprising various cleansing products; the original Oxy5 and Oxy10 benzoyl peroxide gels; and 2015 launch Oxy Balance moisturiser, which are together marketed as a three-step process. The Oxy Clean umbrella has grown in recent years following the introduction of a number of products including soaps with added tea tree extract and sulphur, a facial gel and cleansing wipes. TV ads have encouraged acne sufferers to feel confident because "*Oxy mínalos*" (Oxy gets rid of spots).

OTC giants RB and J&J also compete with Clearasil, which saw a double-digit decline, and Neutrogena Deep Clean respectively; the latter was backed by a series of TV ads highlighting rapid one-week action and online competitions. Mexican actress Eiza González was recently named one of the new global ambassadors for Neutrogena, which will improve the brand's visibility in the country.

Vichy's cosmetically-focused Normaderm line (L'Oréal) has profited from line extensions in recent years, including Normaderm Hyaluspot, containing "insulating" technology to fight spots, and Mousse Limpieza Matificante

(Mattifying Cleansing Foam), which eliminates excess sebum, removes make-up and produces a matte skin-tone appearance. Elsewhere, Unilever launched Pond's Complete Solutions Anti-Acne Treatment in February 2015; the range comprises medicated concealer (salicylic acid), wipes and facial cleanser, which is positioned to treat 10 specific problems of acne-prone skin.

## Head lice treatments: Decent growth

- New A+P campaign for No.1 Herklin
- Non-insecticide offerings growing well

Head lice treatments increased by 5% to generate sales of Ps336mn (US\$22mn) during the reporting period. Armstrong / Bagó's Herklin and Novo Herklin 2000 entries continue to control the category with a combined market share of approximately 85%. This was despite growth for both being slightly below the category average: Herklin rose by 3% with Novo Herklin 2000 increasing by 2%.

However, growth will likely be improved during the next reporting period following the launch of a new A+P campaign and brand ambassador in mid-2015. Sports broadcaster Christian Martinoli is now brand spokesperson after he gained the nickname, "*El Terror de los Piojos*" (The Lice Terroriser) following an argument with the manager of the Mexican football team, Miguel Herrera, who is known as "*El Piojo*" (The Louse). The new campaign includes a video game, which involves fans killing lice and nits in order to have the chance of winning a football shirt signed by Martinoli. Additionally, a new website outlines the products in the range and their positioning, with the shampoo indicated for the first occurrence of lice infestation; the solution for treating excessive itching; Novo Herklin 2000 for paediatric use; and the spray to protect against subsequent infestations.

Other brands that compete within the category include Scabisan (Chinoin) and SinPiojo 10 (Combe). The latter grew by 8%, helped by promotion that focused on it being a non-toxic alternative to pesticides owing to its formulation with dimethicone. Additionally, the category

has been boosted by a couple of launches at the end of 2013, which currently contribute minor sales. War-lin soap bar (Grisi) uses phenothrin, while the Linicin range (Meda) comprises a lotion (dimethicone), and a shampoo and Prevent spray, which are both formulated with "extracts of a natural origin". The lotion and shampoo are promoted as having a treatment time of 15 and 10 minutes respectively, while brand website [Linicin.mx](http://Linicin.mx) emphasises that it is clinically proven to eliminate lice without using insecticides.

## Scalp treatments: Impressive rise

- Medicasp drives sales
- Genomma relaunches Triatop

Medicasp (Genomma) generates almost 90% of scalp treatment sales, which total Ps218mn (US\$14mn). A double-digit rise for the brand meant that overall category revenue grew by 10%, making it one of the fastest-growing derma categories. Genomma has continued to back Medicasp with a high level of A+P investment, including ads of a scientific nature, which explain how the shampoo can eliminate fungus that causes dandruff, as well as positive testimonials from both men and women.

Additionally, the marketer's control of the category is likely to be increased further following the acquisition of Triatop from J&J in 2014. While it currently generates minimal sales at present, the brand's performance will no doubt be improved by Genomma's relaunch of the product during the reporting period, which includes new packaging and a new formula. Previously Triatop was formulated with ketoconazole, like Medicasp; however, it now contains trademarked ZINCPRO technology, which is a combination of zinc pyrithione and salicylic acid. It is available in two versions: an intensive shampoo, which uses silver



ions to fight bacteria, in addition to ZINCPRO, while the hydrating shampoo is formulated with piroctone olamine to help eliminate fungus that causes dandruff. TV ads in 2015 have highlighted how having dandruff can cause hair to smell, positioning Triatop as a superior alternative to cosmetic shampoos as it eliminates both the dandruff and the cause of the odour rather than covering it with a fragrance.

Other contenders include Skin Cap (Medix for Cheminova) and Balneum Plus (Almirall), which both incorporate shampoos as part of their wider skin care ranges for atopic skin.

## Hair loss treatments: Sistema GB on top

- **Genomma dominates category**
- **Numerous launches**

The Ps379mn (US\$25mn) hair loss treatments category is also controlled by Genomma: Sistema GB leads with over two-thirds of the market. The range is promoted as a three-step process, with two shampoos (ketoconazole / climbazole + zinc pyrithione) designed to improve the function of the hair follicle and regenerate hair respectively, and Solución Alopecia (minoxidil) to catalyse growth. Both Sistema GB and 2013 launch Sistema Mujer – with packaging designed to appeal to women but containing the same formulation – were backed with retail discounts and TV ads featuring consumer testimonials and highlighting the products' aesthetic benefits over a four-month treatment period.

Genomma also fields Tio Nacho shampoo, which is formulated with royal jelly. TV ads over the year highlighted the visible benefits of the Anti-Edad presentation on ageing hair, including claims that 83% of consumers agreed their hair looked younger from the first use. Limited edition line extension Frutos Rojos (Red Fruits) was also backed by TV ads. Meanwhile, sales of another Genomma brand, Ma Evans Intervención Capilar, whose range comprises minoxidil 5% and 2% lotions for men and women, declined during the year.

Naturally-formulated Cre-C (Produlife USA; nettle + aloe vera) also competes, comprising Cre-C Max (original), Cre-C Fem (women) and Cre-C Diabetics lines, the last of which is positioned to help prevent hair loss in diabetics, which is caused by poor circulation and a weakened immune system. Sales were supported by retailer promotions and the launch of line extension Tratamiento Nocturno Cuidado Intensivo, a lotion designed for nighttime use. Other entries include Pilexil (Armstrong / Bagó for Lacer), whose 2013 A+P campaign won an Aspid award in 2014. Grisi's Folgress (minoxidil) competes with an updated image, while Pilopectan (Genové) is also available.



L'Oréal launched Dercos Neogenic through its Vichy arm in mid-2014, formulated with patented stemoxydine 5%. The entry, which is claimed to be the "first treatment for capillary regeneration", has been backed by TV ads targeting both men and women. Alpha RT (Similia) was also introduced during the reporting period. The tablets (clavatum + white cedar) were supported by TV ads focusing on the effective treatment of baldness in their target male demographic.

## Cold sore treatments: Sales remain small

- **Cicloferon still market leader**

Sales of cold sore treatments generated Ps107mn (US\$7mn) in the past 12 months. Liomont continues to dominate with aciclovir-formulated Cicloferon, taking over 80% of category revenue. The range comprises Cicloferon Clásico and skin-coloured Cicloferon Piel, in addition to line extension Cicloferon XTRM (aciclovir + lidocaine), which is also offered in clear or camouflage presentations. Liomont continued to back the brand with consumer-focused A+P over the reporting period, including TV ads, retail discounts and BTL activities such as a free-entry pop concert and a competition to win a tablet or smartphone. Viru Serol (Merz; tromantadine) remains the only other notable competitor, with other entries primarily being limited to Rx options.



# Colombia

## Antifungals: Genomma launches boost category

- Antifungal nail treatments a growing segment
- Bayer's Rx-to-OTC switches denied

During the 12 months to June 2015 antifungals generated Ps65.9bn (US\$26mn). General antifungals and VYI remedies continue to garner the bulk of sales, although a buoyant nail antifungal segment has emerged, driven by the 2012 launches of Unesia (Genomma) and Loceryl Laca (Galderma / Nestlé).

Genomma has also increased competition among general antifungals, with the January 2015 introduction of Silk Medic gel. It has the same formula as in Mexico (terbinafine 1%), where it is marketed as Silka Medic. There the brand also includes a medicated talc, which Genomma has registered with INVIMA, suggesting it may soon be available in Colombia also. The brand received A+P support during the reporting period, with TV ads emphasising the product's effectiveness in treating extreme cases of athlete's foot over a seven-day period, while also featuring an endorsement from Colombian TV presenter Jorge Barón.

Canesten (Bayer) and NeoFungina (Neo) lead the general antifungals segment, with a combined market share of over 50%. Canesten offers two treatment options; the original clotrimazole-based cream – available in 20g and 50g presentations – a spray and a solution, while Canesten Ultra Cream is formulated with bifonazole. Brand sales were impacted by stock shortages affecting both the 20g and 50g original cream presentations from October to December 2014.

NeoFungina is also available in three formats: medicated talc, topical solution and ointment. Since August 2014, Belleza Express has been the exclusive distributor of NeoFungina following an agreement with Neo.

### Colombia: Dermatologicals 1 2015

	Psbm	US\$mn	Index 15/14
Antifungals	65.9	26.2	119
Acne remedies	12.4	4.9	100
Head lice treatments	4.7	1.9	112
Scalp treatments	3.6	1.4	124
Hair loss treatments	7.5	3.0	108
Cold sore treatments	3.1	1.2	408
<b>Total</b>	<b>97.2</b>	<b>38.7</b>	<b>118</b>

Sales of Lamisil Crema (GSK CH) lag some way behind those of the top two brands. Additionally, Genomma's Silk Medic competes directly with Lamisil Crema, owing to its terbinafine formulation, which may hurt brand revenue as Genomma throws A+P support behind its new entry. However, Lamisil may profit from the 2014 GSK-Novartis j-v, with Brian McNamara, GSK CH's Head of Europe & Americas, telling Colombia's *Portafolio* newspaper that the company will increase investment in brands already marketed in the country.

The growing nail antifungal segment, which is led by Loceryl Laca (Galderma / Nestlé; amorolfine 5%) and Unesia (Genomma; bifonazole 1%) has seen high A+P investment. Unesia, available in cream format, is marketed as a lower-priced competitor. During the reporting period the brand was backed by a series of TV ads communicating safe, rapid and effective treatment over a 47-day period. The aesthetic benefits of the brand were also highlighted, targeting consumers who wanted to wear open-toed shoes.

While A+P supporting Loceryl Laca nail lacquer also emphasised consumers' potential aesthetic gain, the brand is marketed as a prolonged treatment that offers value for money, with ads highlighting that initial outlay equates to Ps11,000 (US\$4.38) per month over a six-

month treatment period. TV ads also drew attention to its convenient once-weekly application, as well as the fact that it is the most globally prescribed nail antifungal.

Bayer had also hoped to enter the burgeoning nail antifungal segment; however, in December 2014 INVIMA rejected the company's Rx-to-OTC switch request for Mycospor Uñas Ungüento topical ointment. While, like Unesia, the product is formulated with bifonazole 1%, it also contains urea 40% as an active ingredient.

During the reporting period sales of VYI treatments totalled Ps38.6bn (US\$15mn). The long-standing leader in this segment is Bayer's gynoCanesten (clotrimazole), available in 200mg and 500mg pessary presentations and a 20g cream. Following the launch of Lomecan V (Genomma) in mid-2012, Bayer has backed gynoCanesten with a high level of A+P support, including a series of TV ads that highlight the three-day speed of relief offered by the 2% cream.

Genomma's Lomecan V was also backed by a strong A+P campaign over the past 12 months, with TV ads using medical imagery to instil consumer confidence in the brand. Lomecan V is currently available as a 40g cream, formulated with clotrimazole 1%. However, Genomma successfully registered Lomecan V 2% with INVIMA in 2014, which will see the length of the treatment period halved to three days, the same as gynoCanesten cream. Bayer had hoped that the Rx-to-OTC switch of gynoCanesten Oral (fluconazole 150mg) would have helped to differentiate the brand further from Lomecan; however, INVIMA rejected the status change for a second time during the reporting period, having initially refused it in August 2013.

## Acne remedies: Asepxia leads

- **Altex launch counteracts Asepxia decline**
- **High investment in A+P**

Sales of acne remedies totalled Ps12.4bn (US\$4.9mn) over the year. A significant development in the category in recent years was the 2013 launch of Altex

(Tecnoquímicas), which is a natural tea tree-formulated brand. The range is categorised into three lines, Previene (Prevent), Reduce (Minimise) and Oculta (Disguise), with a number of distinct presentations available: soap, cleansing foam, exfoliating gel, pure tea tree extract, invisible gel, a cover-up stick and a pressed powder. Since its launch, Altex has been backed by a high level of A+P support, with an active Facebook page and TV ads targeting the brand's primarily teenage consumer market. A brand website also claims that 83% of imperfections will be reduced in three days.



Genomma's Asepxia continues to dominate the subcategory, generating over half of category revenue. Similar to Altex, the range is divided into three lines, Limpieza (Cleansing), Maquillaje (Make-up) and Emergencia (Emergency). Despite a promotional money-back guarantee and extensive A+P over the reporting period, the brand experienced a double-digit decline. Possibly a result of the increased competition from Altex, which has a similar portfolio and target market to Asepxia, Genomma has recently undertaken a new marketing strategy for the brand in an attempt to win back market share. TV ads, which began airing in September 2015, no longer solely target teenagers, as they feature 33-year old Colombian TV presenter Milena López, and feature a new tagline: "*Experto que entiende mi piel*" (The expert that understands my skin).

Galderma / Nestlé fields acne remedies through its Benzac and Cetaphil lines. Benzac (benzoyl peroxide) was backed by a consumer-oriented A+P campaign, stating that it is recommended by dermatologists. The 2013 launch of Benzac Espumas (foams) means that the brand is now available in three formats, including a 5% wash and cream, with Galderma encouraging consumers to adopt all three formats as part of a three-step treatment regimen: "*Limpia, previene, trata*" (Clean, prevent, treat). Meanwhile, the Cetaphil Dermacontrol range is specifically formulated for acne-prone skin and comprises a cleanser and a moisturiser.

Following its exit from the Galderma j-v with Nestlé in 2014, L'Oréal now only fields acne remedies through its SkinCeuticals, Vichy and La Roche-Posay subsidiaries. Like in Brazil, premium skincare brand, SkinCeuticals, which launched in Colombia in 2012, offers Blemish + Age Defense, while La Roche-Posay's Effaclar range and Vichy's Normaderm line comprise a number of antibacterial soaps and cleansers specifically formulated to fight acne.

J&J fields a handful of acne remedy brands including Clean & Clear, which declined for another year, Neutrogena Deep Clean, and Neko; however, the cancellation of Neko's two lotions means the brand's range now comprises only a number of soap presentations. The wider Neutrogena line received substantially more A+P attention than its stablemates, with an active social media presence and a dubbed TV ad featuring American actress Jennifer Garner.

## Head lice treatments: Greater consumer awareness

- OTC insecticides most popular among lower social classes
- Alternatives to pesticides on the rise

Head lice treatments generated Ps4.7bn (US\$1.9mn) in the 12 months to June 2015. According to an industry source, the demand for head lice treatments differs depending on consumers' socio-economic background. Among the upper and middle classes, Rx oral drops and topical lotions prescribed by paediatricians or obtained via the internet are preferred, with OTC permethrin and ivermectin-based options falling out of favour.

However, these products remain popular among the lower social classes and shampoo sachets are often the presentation of choice owing to their low cost. Furthermore, home remedies and herbal shampoos are also prevalent among this group. Nonetheless, in all social groups, there has been an increase in parents acquiring head lice treatments, rather than ignoring infestations, owing to greater awareness among schools and communities.

Gamabenceno Plus (Bussié; permethrin) continues to dominate, with a market share in excess of 40%; the shampoo is available as a 60ml bottle with a free comb, or in convenient single-use sachets. Gamabenceno Plus also offers a higher concentration (5%) lotion. The brand is promoted as a rapid and effective treatment, with packaging featuring the slogan, "*Di no a los piojos en 10 minutos*" (Say goodbye to head lice in 10 minutes).

No.2 Gamaderm (Siegfried / Roemmers) is another permethrin-formulated shampoo. In addition to eliminating lice, its hair-conditioning effects are also highlighted; short infomercials on local TV and promotional events backed the brand over the year. Elsewhere, Champiojo shampoo (Gerco; cypermethrin) is available in three different scents: traditional, bubble-gum and herbal.

Like Gamabenceno Plus, Chalver's Hygienex Piretro shampoo (cypermethrin) is offered in a 60ml bottle and sachet formats, with promotional packs during the reporting period offering four free sachets and a comb. The shampoo's slogan, "*Efectivo y seguro*" (Effective and safe) emphasises the brand's reliability and suitability for use on children.

As an alternative, the Colombian Organisation Against Head Lice markets its own range of antiparasitics, Lice Free (dimethicone), claimed to be safer and more effective than other products due to its non-toxic formulation, which is suitable for pregnant women and babies from six-months old. Additionally, the organisation offers a specialist delousing service in dedicated centres across the country or through home visits, and provides information and educational materials to teachers and parents.

Other non-pesticide options include Gerco's Kipiox, a preventive rinse formulated with naturally-occurring limonene, and Pioclean Herbal (Natural Freshly), formulated with rosemary and citronella. Shampoo Herbal Capilar (Swiss Just) and Inkanat's Aceite de Arbol de Té (Tea Tree Oil) also compete.

## Scalp treatments: Medicasp reinvigorates category

### • Competition from cosmetic shampoos

Sales of scalp treatments grew to Ps3.6bn (US\$1.4mn) over the 12 months to June 2015. Despite the OTC status of ketoconazole in concentrations of 2% or less, this category has continued to have an ethical focus in recent years; indeed, many scalp treatments formulated with this active ingredient remain Rx.

However, the 2014 launch of Medicasp (Genomma) brought a new consumer focus to the category. Although Medicasp continues to be differentiated from cosmetic competitors – such as Head & Shoulders (P&G) and Unilever's Clear – through its positioning as a medically-registered solution to dandruff, it has been backed by a high level of consumer-directed advertising. The shampoo is available in eye-catching 100ml and 200ml SKUs and has been backed by a strong A+P campaign. TV ads featuring scientific and medical imagery situate the brand as a reliable and effective treatment option.

Other OTC ketoconazole options include Arcolane (Galderma; 2%) and a number of offerings from Biogen's Fazol line – Herbal Shampoo (1%), Forte Herbal Shampoo (2%) and Colageno Shampoo (1%). Elsewhere, Scandinavia Pharma markets a range of shampoos – Betapirox (piroctone olamine), Lexinex (salicylic acid + coal tar) and Lexinex Plus (zinc pyrithione + coal tar).

In addition to Head & Shoulders and Clear, another cosmetic entry comes from Beiersdorf, which launched Eucerin DermoCapillaire (piroctone olamine) in 2013. The company emphasises the clinical trials supporting the shampoo and a brand website features FAQs and advice on hair and scalp problems.

Delays in the importation of its raw material affected distribution of Soriderm shampoo and lotion (AngloPharma), while Denorex (Pfizer; salicylic acid) no longer competes following the cancellation of all INVIMA registrations.

## Hair loss treatments: Steady growth

### • Softcaps launch offers first patch format

As with scalp treatments, many OTC hair loss treatments are offered in shampoo format, which means the Ps7.5bn (US\$3mn) category faces competition from cosmetic brands such as L'Oréal's Kerium Anticaída line. Tio Nacho shampoos and conditioner (Genomma) also hold cosmetic status with INVIMA. Genomma has continued to invest substantially in supporting A+P over the reporting period; the brand's slogan, "*El rey de la jalea real*" (King of royal jelly) and a series of TV ads highlight the products' natural formulations, which include royal jelly, claimed to have rejuvenating properties.

Minoxidil-formulated brands comprise the bulk of OTC-registered offerings. Biogen fields three entries; Renase for women and male-targeted Pilogán both contain 2% of the active, with Pilogán Ultra using a 5% concentration. There are also a number of generic offerings, including Minoxidil 2% from MK / Tecnoquímicas and a slightly stronger 5.3% entry from Svenson.

However, Softcaps' late-2014 launch, Detens (acrylate copolymer), saw the introduction of a patch format for hair loss. Detens is positioned as a more natural alternative to typical shampoo products, with a formulation including bamboo, grape extract, Butcher's Broom and saw palmetto. The patch is designed for nightly use, with an adhesive keeping it in place at the nape of the neck. It is claimed to stop hair loss by up to 80% after eight weeks of continued usage. Over the reporting period the brand was backed by male consumer-focused A+P emphasising its effectiveness: "*Con Detens la caída del cabello es historia*" (Hair loss is history with Detens). The brand website highlights the innovation and individuality of the brand, and a 20% promotional discount is offered on purchases bought directly from the site.



## Cold sore treatments: Rx-to-OTC switches drive sales

### • Penciclovir now approved OTC

Cold sore treatments generated Ps3.1bn (US\$1.2mn) over the past 12 months. While aciclovir 5% is approved by INVIMA as a standard OTC formulation, the majority of products with this concentration remain Rx, including Incobra's Cicloviral and generic offerings from MK / Tecnoquímicas, Genfar and Anglopharma. However, two products from Biogen's Virex range, Virex Cover Lips and

Virex Ungüento, are now available OTC following their 2013 switch approval.

Furthermore, following a petition from ANDI, in February 2015 INVIMA approved the Rx-to-OTC switch of penciclovir 1%, which will likely boost competition here. In addition to generic offerings with this active, Impropharma's Penvirox Labia is formulated with the ingredient. BCN Medical offers an alternative to both ingredients with Oralherp, a 6ml cream formulated with glycerin.

# Venezuela

## Antifungals: Prohibitive market conditions

- New campaign for Loceryl
- Innovation slows

Although the BsF765mn (US\$64mn) antifungals category posted some value growth, conditions have been tough, with *fallas* (shortages) affecting many brands. Indeed, where companies had spoken 18 months ago of their plans for new line extensions, Venezuela's prohibitive market environment has meant that many of these have yet to emerge. However, a rounded offering of presentations to address specific fungal infections continues to be one of the keys to a brand's ongoing success in this category. While VYI presentations account for the largest segment at just over 40%, the strongest growth was seen in treatments for nail fungus.

Bayer's gynoCanesten represents the biggest grossing brand in the antifungals category, and is the leading VYI presentation. Bayer addresses other fungal infections with bifonazole-based CanesFast for athlete's foot and clotrimazole-based Canesten for general skin infections.

Loceryl (Galderma / Nestlé) ranks second, with its lacquer presentation for nail fungal infections out-selling its sister

### Venezuela: Dermatologicals 1 2015

	BsFmn	US\$mn	Index 15/14
Antifungals	764.8	63.7	124
Acne remedies	281.8	23.5	177
Head lice treatments	43.4	3.6	130
Scalp treatments	12.3	1.0	91
Hair loss treatments	9.0	0.7	151
Cold sore treatments	9.4	0.8	175
<b>Total</b>	<b>1,120.6</b>	<b>93.4</b>	<b>134</b>

cream presentation. Loceryl was supported by one of the highest-profile ad campaigns in the category over the past year. A new TV and press campaign highlights the practicality of the lacquer presentation, which requires only once-weekly use. Under the slogan, "*Fuerte contra el hongo en las uñas*" (Strong against nail fungal infections), TV ads promote the cosmetic benefits of good nail care, primarily targeting women. Galderma's second intended audience, those who enjoy sport, are targeted through sponsorship of sporting events. In 2015, Loceryl has again been involved in the Loceryl Trail Running Championship, a series of five challenging races across different terrains. The brand has also sponsored events such as the Athlos Cross endurance obstacle race. In support of



all its products and in a bid to promote consumer confidence, Galderma has also launched its "Galderma Contigo" (Galderma With You) app for mobile

devices, which allows consumers and HCPs to check the availability of the company's products nationwide.

Vargas offers a full field of presentations for Ketazol, with TV ads promoting the ketoconazole-based line as the "most complete" of all antimicrobial brands. It includes a cream presentation for general fungal infections and athlete's foot, and pessaries for VYI, while a shampoo presentation is tracked within scalp treatments. The line is also promoted to healthcare providers and, as such, has traditionally been well prescribed by practitioners. Ketazol also benefits from domestic production resulting in better availability than some competitors, and this sense of reassurance is appealing to consumers.

Although *fallas* have affected the category across the board, Lamisil (GSK CH) and Mycofentin (Elmor / PGT) have been particularly affected. Contrastingly, Imazol (Meyer / Roemmers) has grown well, as has Vivax's VYI treatment Ilana. For its part, Sanofi has focused promotion for Batrafen at POS. The line comprises spray, cream and solution presentations, as well as lacquer for nails, which accounts for the largest share of sales. The VYI presentation remains Rx.

## Acne remedies: Strong performance

- Galderma introduces new presentations
- Acne Month initiative

Although consumers often seek professional advice for acne, OTC acne remedies posted a strong performance to reach sales of BsF282mn (US\$24mn). Galderma is a key

player, both in the Rx and OTC markets, with consumer offerings including the Cetaphil skin care line of soap, lotions and cleansers. This year Galderma has extended Cetaphil with a cleansing foam and moisturiser under the Dermacontrol name, designed to provide specialist care for acne-prone skin. Support for Cetaphil has come from print ads in magazines such as *Estética y Salud*. In September, the company also introduced two new foam presentations to complete its Dermotivin cleansing soap line. As in previous years, June heralded Acne Month, a programme supported by Galderma and the Venezuelan Society of Dermatology & Dermatological Surgery. Under the banner, "*Dile no al acné*" (Say no to acne), the initiative included free dermatology days held at collaborating clinics, an informative website, and Facebook and Twitter pages carrying advice.

A number of L'Oréal brands also feature, including the well-extended Effaclar (La Roche-Posay / L'Oréal) line and Normaderm (Vichy / L'Oréal) for greasy skin, which was extended towards the end of 2014 with Normaderm Detox, a nighttime treatment for imperfections.

Vargas' Sánalo antibacterial soaps and lotions also compete, while BSN ran an ongoing press campaign for Coverplast Hidrocoloide Puntos – near invisible hydrocolloid patches that are placed over spots to reduce their size.

## Head lice treatments: Nopucid dominates

- Dollder maintains Nopucid profile

Turnover in the BsF43mn (US\$3.6mn) head lice treatments category has continued to grow, with Nopucid (Dollder) maintaining its dominance. Dollder has continued its promotion of the deltamethrin-based product throughout the past year with an ongoing series of magazine ads tied in with seasonal events, including Children's day and Mother's day. Ads in the run up to September's return to school proffer Nopucid as the answer for children who may be disadvantaged socially and academically because of head lice. The latest ad



highlights the four key advantages of Nopucid, namely its efficacy at killing both lice and eggs, its safety, its cosmetic value for soft and fragrant hair, and its use as a preventive measure if adopted regularly.

There are few other alternatives available without a prescription, such as Champu Avispa (Intercos), and these are not immune to *fallas*. As such, fine nit combs provide a convenient alternative when used with a homemade vinegar solution. Laboratorios Xperian advertised its new Yolo comb on pharmacy chain Cobeca's website this year, while other notable offerings include Lab Vita's Assy 2000 comb and FC Pharma's HTBrush (not tracked here).

## Scalp treatments: Ketazol maintains lead

### • Selenil currently absent

The BsF12mn (US\$1mn) scalp treatments category has seen turnover contract as *fallas* have had a significant impact. Selenil was among those brands affected, with Lab Vita reporting that it is currently absent from shelves.

Category leader Ketazol (Vargas) has benefited from local production, which has enabled better availability. The shampoo, indicated for dandruff and scalps affected by dermatitis and other mycotic infections, also capitalises on its inclusion in the popular Ketazol antifungal line, which includes presentations for skin and VVI infections.

## Hair loss treatments: Ethical focus

### • Dercos Pro Aminexil leads

Venezuelans typically seek professional advice on hair loss; however, a few brands are available without a prescription and form the BsF9mn (US\$750,000) hair loss category. Dercos Pro Aminexil (Vichy / L'Oréal) leads sales, with separate presentations available for men and women, while Elmor markets Zitoxil (minoxidil). The category has also suffered *fallas*, and sales of Nutricap (Polinac) have been affected; a supplement presentation to strengthen hair and nails is tracked within VMS, while a sister presentation is available as a serum in ampoules.

## Cold sore treatments: Predominantly ethical

### • Aftil on top

The BsF9.4mn (US\$780,000) cold sore treatments category is largely ethically focused. Sales are led by Aftil (Elmor / PGT), which is formulated with benzoin resin, cinnamon and salicylic acid and positioned to treat cold sores and mouth ulcers. The rest of the category comprises generic aciclovir cream offerings from the likes of Polinac and Genven. Several generics companies also market Rx aciclovir tablets. Pinxex (Cofasa), which is tracked within mouth & dental analgesics, also has crossover positioning for use in the initial phase of cold sores. ✕

## Clarity is the Promise.

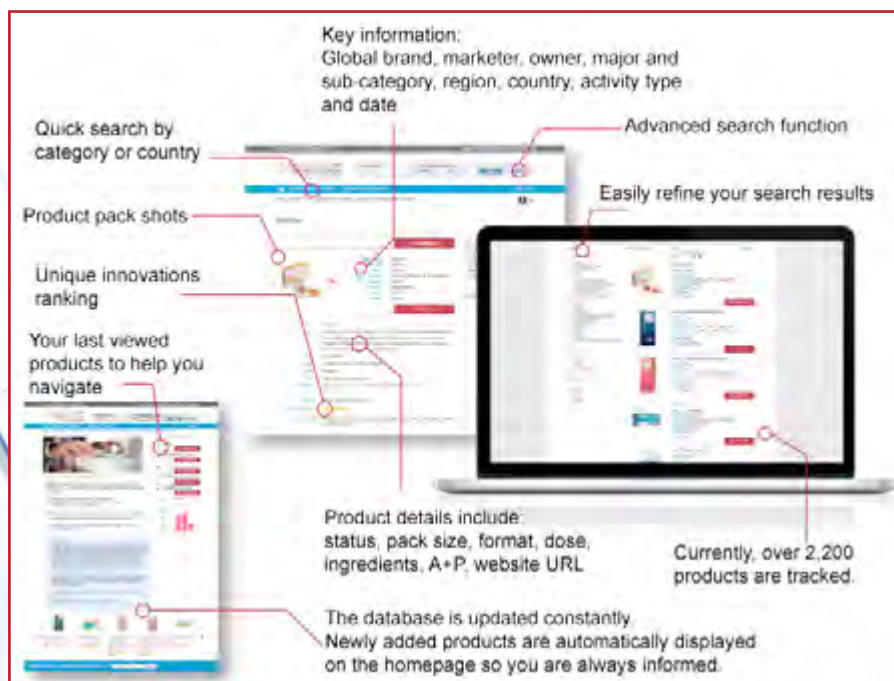
Consumer and retail based market insight is key for manufacturers in building understanding of the OTC sales environment. Nielsen is unrivalled in our understanding of OTC sales, consumer trends and retail market dynamics. Gain clarity in OTC with Nielsen.

for more information please contact Robert Buckeldee on  
+44 1865 732551 or robert.buckeldee@nielsen.com

nielsen  
.....

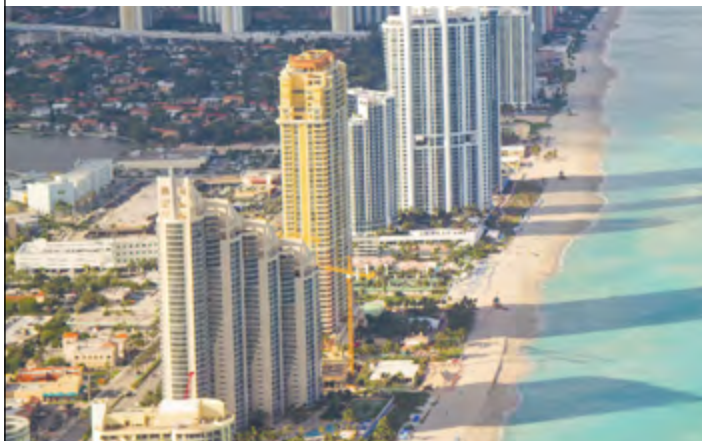


**OTC New Products Tracker** is a new service from Nicholas Hall & Company designed to keep you up-to-date with new product launches, line extensions, roll-outs and relaunches from across the OTC industry.  
 Want to know more? Book your free demo today!



Please email our team at [OTCTracker@NicholasHall.com](mailto:OTCTracker@NicholasHall.com)

## NICHOLAS HALL'S LATIN AMERICAN OTC CONFERENCE 2016



### Event Details:

Venue: Eden Roc Miami Beach, 4525 Collins Avenue, Miami Beach, FL 33140

Date: 9-10 June 2016  
 Early Bird Price: US\$1,500

**Open for Registration!** On 9-10 June 2016, Nicholas Hall's OTC Events will be hosting a two-day event in Miami inviting all consumer healthcare executives.

During this conference, Nicholas Hall, Chairman & CEO of Nicholas Hall Group of Companies, will review the current situation of the Latin American OTC landscape. Using case studies, Nicholas will offer examples of how MNCs have succeeded in other countries picking out key learnings that local companies can put into practice. He will be joined by a line-up of local experts who will provide additional insight using their local knowledge about how companies can flourish in this fast-growing region.

Book your place early to secure your place at the discounted Early Bird price!  
 Contact Lianne at [lianne.hill@NicholasHall.com](mailto:lianne.hill@NicholasHall.com) to book your place.

# Takeda: Developing OTC business in key markets

While Takeda has not always been a big name in Latin America, its regional OTC presence has grown considerably over the past five years. Acquisition and significant investment in its main regional market, Brazil, has been key to its success. In this report *OTC INSIGHT Latin America* looks at the company's journey and its regional activity in each of the major OTC categories.

## Takeda: Key facts

HQ: Osaka, Japan

Website: [Takeda.com](http://Takeda.com)

Major business activities: Rx + OTC pharmaceuticals

Global OTC rank 2014: 9

Global OTC sales 2014: US\$1.3bn

Main OTC markets: Japan, Brazil, Russia, Mexico

LatAm OTC rank 2014: 8

LatAm OTC sales 2014: US\$238mn

Takeda remains focused on its R&D-driven prescription business. Its divestiture of most of its German OTCs to Dr Kade in 2013 suggested that the company had little interest in becoming a global OTC player. However, some recent developments in the markets where it already has a strong footing reflect a desire to build its current OTC business. The first of these, as part of the global restructuring of the company at the end of 2014, was when Takeda announced the development of Consumer Healthcare Brasil, which aims to expand operations in the Brazilian market for OTCs, including generics and "similar" (branded generics).

## Takeda around the world: On the hunt for new deals

Historically, Takeda's main focus has been on the Asian markets (namely its home market, Japan); however, since its acquisition of Nycomed in 2011, the company's geographical makeup has changed radically (expanding from 28 to 70 countries). The new-look Takeda is now very well-placed in Brazil and Russia, with a useful foothold in Western Europe.

Geographical expansion looks set to continue, notably in the Emerging Markets. China has been highlighted as a keen interest, and in 2014, new CEO Christophe Weber talked to *Bloomberg* about the company's enthusiasm to develop in India. At the start of 2015, in the midst of an M&A flurry in the pharma industry, Weber reiterated the company's expansion plans, telling *Reuters* that it is set to do deals. He explained, "We don't want to be passive and we don't want to watch the train passing." With zero net debt, Takeda is an extremely attractive buyer.

Earlier this year Takeda announced that it had registered a new type of liquorice that has a higher yield per plant than traditional versions and that it will start growing the ingredient in its No.1 market, Japan. The aim is to launch an OTC containing the new form of liquorice within five years, according to stock market index Nikkei. This marks

## Takeda: OTC sales by region 2014

Japan 48%

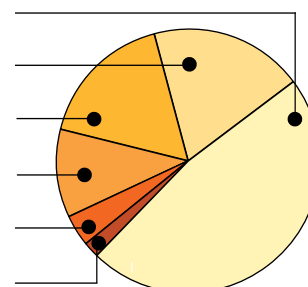
Latin America 19%

W Europe 17%

C & E Europe 11%

E & SE Asia 4%

Rest of World 2%



**DATA SOURCE:** Nicholas Hall's *OTC INSIGHT* based on industry estimates and Nicholas Hall's *DB6* OTC database (MSP), in partnership with Nielsen in specific countries.

the first time that the ingredient has been produced in high quantities in the country and follows concerns about price increases for liquorice imports from China.

## Takeda in LatAm: Strong foothold through Nycomed

Takeda's healthy OTC presence in Latin America is largely a result of its acquisition of Nycomed. At the time of the deal, Brazil was Nycomed's largest OTC market. It was also a good fit for Takeda, as the country is home to the largest population of Japanese ancestry outside Japan. It could have proved an interesting test market for its local brands in Latin America; however, as it stands, Takeda has looked towards maximising existing Nycomed brands, as well as acquiring new ones, rather than launching products from its Japanese portfolio. Indeed, the acquisition of Brazil's Multilab in 2012 increased its presence here and also gave it access to the dynamic generics and similars markets, both OTC and Rx. In Brazil, operations are set to grow further still; the new Consumer Healthcare business unit, headed by Eduardo Martins, will initially comprise OTCs from Takeda and Multilab's current portfolio. However, there are plans afoot to expand the product line.

In addition to Brazil, Takeda's regional business also focuses on Mexico. In both its main LatAm markets, the company has its own production facility, and local sales & marketing teams managed to foster double-digit OTC growth in 2014. Operations elsewhere in the region are limited at present, although it fields OTCs in Argentina,

Colombia and Venezuela. Furthermore, in 2013 Takeda launched subsidiaries in Ecuador and Peru, with the intention of using these as a platform to introduce some of its products marketed in other Latin American countries. As part of its global reorganisation, LatAm operations fall under the business unit for Emerging Markets, which encompasses 40 countries. It is possible that the company's focus on growth through the EMs may see its operations expand further still in Latin America.

Meanwhile, at the start of the year, Takeda Mexico divested the manufacturing and marketing rights for three products to local company RIMSA: Phemeday FIH gel, plus Osteomin and Osteomin D calcium supplements. The divestment forms part of the company's strategy to focus on particular therapeutic areas including gastroenterology and oncology.

## LatAm category breakdown

### Analgesics: Powerbrand Neosaldina drives sales

Takeda fields an impressive range of analgesics. Its main LatAm systemic brands are Neosaldina (acquired with Nycomed), Buprovil and Dorsanol (both gained via Multilab). The company's success in this area is almost entirely reliant on the first, which generates over 85% of Takeda's total regional analgesics sales. Specifically positioned for headaches, Neosaldina is available only in Brazil where it ranks second among systemic analgesics, helped by significant investment.

In 2014, new presentations were introduced and the company claims that it now offers the most complete portfolio of analgesics for treating headache, comprising blisters in 1, 4 and 10 tablets, boxes of 20 and 30 tablets plus a drop presentation. In the same year, Takeda launched the "Neoso e Neosas" A+P campaign, which has continued into 2015. The initiative, which has included TV, digital, event and POS promotions, attempts to forge an emotional bond with consumers by positioning the brand as a helpful friend that can help to eliminate headaches. Furthermore, A+P in 2015 has also communicated

#### Takeda: LatAm sales by category 2014

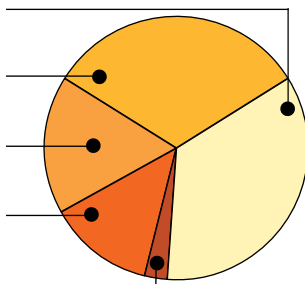
Analgesics 35%

GIs 32%

Derma 17%

CCA 13%

VMS 3%







*Neosaldina is claimed to offer the most comprehensive analgesic line-up for treating headaches*

duration of relief as a key selling point, with ads stating that it can help a person to get through a whole day without suffering a headache.

Another important entry is mouth & dental analgesic Nene Dent, which is positioned for teething pain in Brazil, Mexico and Argentina. In all three, a lack of competition in the teething pain segment has been an advantage, meaning the need for A+P has been less than for some of its other brands. However, in Brazil, it is backed by website [Nenedent.com.br](http://Nenedent.com.br), where parents can find product information, plus activities that are intended to forge a relationship between Nene Dent and new mothers.

The company also competes in topical analgesics with Bristaflam in Venezuela; however, it generates less than US\$1mn at present.

## GIs: A busy category

Takeda's wide range of OTC gastrointestinals reflects the company's overall interest in this area at a global level. While its biggest brand, antacid Riopan, is available in a handful of markets, most of the product's sales are generated in Mexico, where it has an ethical orientation. Healthy double-digit growth this year was driven by sales here and in Venezuela. Whereas, traditionally, the range has relied on doctor recommendations in Venezuela, in 2014 the company updated its image to give it a more consumer focus. The refreshed image uses bright colours and graphics to allow the product to stand out on pharmacy shelves and to better communicate its positioning to consumers.

Liver & bile remedy Eparema is Takeda's second largest regional GI entry, also performing well in 2014. The brand competes in Brazil and Argentina (in the latter it is known

as Hepatalgina). In Brazil, activity for Eparema included updated packaging in early 2014 – a new lid makes consumption of the product easier, while each bottle now has an individual barcode to make stock assessment more manageable for the retailer. Additionally, a new mass media campaign aired, featuring animated Venus flytraps that have starred in previous A+P. Ads communicate the message that the brand has a triple-action formula which works in the liver, stomach and intestine to eliminate liver and digestive ailments. In Argentina A+P focuses on how the brand relieves digestion after eating a heavy meal. Takeda's expertise in the liver & bile category does not stop here: the company also fields top-tier brands Xantinon and Legalon (owned by Rottapharm | Madaus), both of which compete in Brazil and are promoted as a way to maintain healthy liver function.

Elsewhere, Takeda markets a number of laxatives for third parties in the region, including Rottapharm | Madaus's Plantaben and Agiolax (Mexico and Brazil) and CB Fleet's Fleet (Mexico), as well as Laxacol in Colombia.

Takeda also competes with two small antidiarrhoeals in Brazil: Hidrafix and Aquaben. The latter is marketed through its Multilab unit; however, it is currently off the market while changes are made to the powder. While it is unclear when the powder will return, a spokesperson for the company indicated that liquid presentations may join the line-up in the near future.

## Derma: Innovating in its key LatAm market

Dermatologicals contribute a considerable share of Takeda's total regional OTC sales, mainly owing to the success of two brands: haemorrhoid preparation Faktu and topical antibiotic Nebacetin.

Faktu is its second largest global derma brand and it generates three-quarters of sales in LatAm. In its biggest regional market, Brazil, it is known as Proctyl, while in Mexico it is called Proctoacid. It is Brazil's No. 1 haemorrhoid treatment and here sales have been helped, in part, by the absence of Procto-Glyvenol suppositories while Novartis modernises its production facility. Takeda also fields low-tier Proctox-H through Multilab.

In an interesting development, the company introduced Proctoderm in Brazil in late 2013. The liquid soap has been proctologically-tested and developed for cleansing the anal region. Containing extracts of calendula, centella asiatica, malva and chamomile, it is recommended for sufferers of haemorrhoids and anal fissures, whose anal area can become sensitive, hindering cleansing, which is essential for the recovery process.



Meanwhile, Nebacetin, posted outstanding growth in 2014. It is positioned to heal wounds and prevent skin infections, and takes over half of topical antibiotic sales in Brazil (the only market where it currently competes). In early 2014, the line was given a refreshed image. Nebacetin cream now comes in a plastic tube with a flip-top lid for easier application, while new packaging for antiseptic solution Neba-Sept uses corresponding colours to reinforce the visual identity of the range.

A+P for the new packs of Nebacetin showed different occasions when consumers might use the cream. Additionally, in mid-2014, a digital campaign involved a promotional video explaining that burns and bruises are part of life, which is why Nebacetin has been created to treat them. In 2015, TV ads showed how the brand can also help to accelerate the wound healing process.

Other brands in the company's derma range include two circulatory aids: top-tier Reparil and low-tier Castanha da India, plus feminine intimate hygiene brand Albocresil.

## CCA: Fantastic performance by MultiGrip

Takeda's CCA business had a great year in 2014 on the back of its key brand here, MultiGrip. Although this systemic cold & flu remedy is only available in Brazil, it generates over 80% of the company's regional CCA sales. Ahead of the 2014 peak cold & flu season, Takeda invested heavily in the brand with new packaging and a TV campaign. MultiGrip posted outstanding growth on the back of this and sales have almost doubled since Takeda acquired Multilab. Ahead of the 2015 season, a new humorous TV ad aired which looks set to bolster sales further, showing how the brand can eliminate an array of cold & flu symptoms and allow consumers to feel like their normal selves again.

The company also markets smaller systemic cold & flu remedy Fullgrip in Argentina, and two cough remedies: Arbistin in Mexico and Venezuela (known as Daristen in the latter), and Mucolitic in Brazil. In addition, Takeda is hoping to make its mark in the Brazilian topical decongestants category, where it introduced Clinaris in 2014. While the category is still young, and therefore provides opportunity for Clinaris, a spate of similar launches occurred in the same year. These were mainly formulated with the same ingredient as Takeda's brand: sodium chloride, meaning that the company must ensure investment in Clinaris is high in order to establish itself in the top tier in coming years.

## VMS: A small presence

Although, globally, Takeda's leading OTC brands are Alinamin vitamin B supplement and calcium supplement Calcium Nycomed, VMS generates just 3% of LatAm OTC sales for Takeda. Despite this, all of its key brands here have posted impressive growth thanks to increasingly health-conscious consumers, who have become more focused on investing in vitamins and minerals to prevent illness in recent years. Takeda's main brands in LatAm are multivitamins Cyntelle O3 (Mexico) and Multi-Sanostol (Brazil), and calcium supplement Calfix D in Venezuela (marketed elsewhere as Calcium Nycomed). ☒



# Regulatory round-up: Latest Latin American developments

**There has been a wealth of regulatory activity across the region over the past year. Common themes include the contentious issue of medicine prices, as well as legislation affecting herbal & natural products. In Brazil, an important issue has been the Public Consultation on a new framework for regulating OTCs, while in Mexico protecting the public from misleading A+P has been a priority.**

## Brazil

- Price increases and tax changes impact growth forecasts
- ANVISA reforms to reduce bureaucracy and facilitate Rx-to-OTC switch

Medicine prices and taxes have once again taken centre stage in Brazil. In March 2015, ANVISA and the Ministry of Health announced a new methodology for calculating medicine price increases. Previously, 41% of medicines profited from the highest price increases – this has now been reduced to 21%, with 52% of medicines falling under the lowest-tier category. In April, drug price regulator CMED officially announced the 2015 price increases: medicines with high generic competition could increase prices by a maximum of 7.7%; those with some generic competition by a maximum of 6.35%; and those with the lowest generic competition by a maximum of 5%. OTCs with the highest level of market competition, as well as natural and homeopathic medicines, are exempt.

Following negotiations between the local government and retail trade association Abrafarma, from January the amount of tax applied to medicines in Rio was reduced by approximately 15% for branded medicines and 85% for generics due to a change in ICMS (VAT) calculations. In June, President Dilma Rousseff sanctioned national decree 668, which increases tax on imported medicines and raw materials to 15.79% and 11.75% respectively (a 2008 decree had previously zeroed these tariffs). Industry association Interfarma estimates that the new rates may result in medicine price increases of up to 6.18%. Prices

for cosmetics and personal care items have also risen following the government's January decision to extend tax on industrialised products (IPI) to cover these segments.

ANVISA has undertaken a series of legislative reforms over the past year with a view to facilitating product registrations and Rx-to-OTC switch. In February, the agency announced that the validity of certain registrations would increase from five to 10 years. Furthermore, medicines that have been available for at least 10 years, and which have not caused significant adverse effects, now profit from a simplified renewal process. Additionally, in August 2015, ANVISA published new legislation, which allows medical devices, cosmetics, personal care items and functional foods to be manufactured in the same facilities as medicines, provided that GMPs are adhered to.

In order to expedite the authorisation of new medicines, in March ANVISA approved pre-submission meetings, in which companies may present their products and submit details regarding quality, efficacy and safety. Additionally, new generics and "similar" medicines (branded generics) coming to market will be subjected to a set pricing structure, which is expected to reduce post-registration waiting time by around 25%.

April marked the opening of a Public Consultation in which the agency sought feedback on a new framework for regulating OTCs, with the aim of increasing competition and driving down prices. Currently, for a medicine to be marketed as an OTC its therapeutic group and indication must be listed in the GITE (List of Groups & Specified Therapeutic Indications), which

has not been updated since 2003. The new proposal establishes a more efficient mechanism for Rx-to-OTC switch by classifying medicines on an individual basis: OTCs, their active principles and their indications will be defined by ANVISA according to the Guide to Therapeutic Classes of OTCs (GCTMIP), which will be updated at least once a year. Companies marketing products that can be switched following changes in the GCTMIP have 180 days to reclassify them or the product's registration will be cancelled. New medicines may come straight to market as an OTC, provided they meet relevant safety requirements. The Public Consultation closed on 15th June and a formal proposal has yet to be released.

Changes benefiting marketers of herbal & natural products have also taken place. In 2014, ANVISA created a new therapeutic category, Traditional Herbal Products; from April 2015, marketers of products that have been proven safe and effective for at least 30 years have been able to use a simplified notification system in order to bring their products to market more quickly. The following month, the government enacted Law 13.123/2015, which aims to reduce bureaucracy involved in approving clinical trials and to stimulate research and innovation using genetic resources from native plant and animal species. Researchers can now submit projects electronically to the Ministry of the Environment for authorisation, bypassing a lengthy evaluation procedure by the Ministry's internal council.

Meanwhile, ANVISA's proposed track & trace system for medicines has continued to receive attention during the year. The original deadline for implementation was set for December 2016; however, changes made by ANVISA to the legislation in October 2015 have put this in doubt. For more information see *Newsbrief* p222.

Other developments:

- **November 2014:** The Administrative Council for Economic Defense proposed that labs intending to offer discounts superior to those of their competitors should consult the Council in advance of implementing them in order to avoid labs falling foul of anti-trust laws

## 2015

- **January:** The deadline to prove bioequivalence for manufacturers of "similar" passed at the end of 2014, and the MoH announced that from 1st January, similars can be substituted for the reference brand
- **January:** The sale of dental whitening agents containing in excess of 3% hydrogen peroxide was restricted to dental prescriptions only
- **February:** ANVISA ruled that artificial tears and eye lubricants will now be classified as *medicamentos específicos* (specific medicines) rather than products for health. New registration requests must meet requirements for specific medicines, while existing products will be subject to a 24-month transition period
- **February:** The Federal Supreme Court upheld a decision made in September 2014 to permit the sale of convenience items in pharmacies in Rio de Janeiro, Roraima and Minas Gerais, which overturned a national ANVISA resolution in 2009 that banned their sale

---

## Mexico

- **Crackdown on misleading publicity**
- **Smoking and e-cigarette laws in the news**

Regulations governing advertising have been a key topic in Mexico. Cofepris continues to promote its strategy regarding the rational use of medicines, which includes ensuring the correct dispensing of medicines; strict vigilance of the market; and the elimination of misleading publicity. In January the agency announced that in 2014 it had withdrawn 1,119 ads for health products in various media that did not comply with legislation. Ads for dietary supplements and herbal remedies were among those most frequently removed. Fines accumulated during the year for advertising infringements surpassed Ps70mn (US\$4.7mn).

Legislation governing smoking and e-cigarettes has also been in the news. The 2008 General Law on Tobacco Control attempted to discourage smoking by restricting advertising to adult-only magazines and personal correspondence. However, over the past year Cofepris has continued to apply sanctions to retailers for employing

advertising at POS. In other news, in September 2015 the Supreme Court of Mexico legalised the sale of e-cigarettes in the country, stating the previous ban unconstitutional; this follows campaigns from local governments to delegate legislation to local level.

Also in September, Cofepris announced the third phase of its medical device deregulation programme. Products including toothpastes, acupuncture equipment, eyewashes and contact lenses, are no longer subject to sanitary regulation and can be freely imported and exported. The process, which began in October 2012, has seen 4,514 medical devices deregulated to date.

Meanwhile, in October 2014, following discussions with pharmacy retail association Anafarmex, Cofepris agreed to reduce the deadline for removing medicines approaching their expiration date from shelves, from three months to 15 days prior. According to Anafarmex, approximately 10% of all medicines in Mexico were removed each year under the previous rules, equating to losses of US\$52mn.

## Colombia

- **Price controls extended**
- **Debate continues over herbals & naturals**

In early 2015, Colombian President Juan Manuel Santos sanctioned a statutory law that, amongst other things, pledged to “put an end to excessive pricing of medicines”. At the end of January, 200 Rx medicines were added to the list of those subject to price controls in Colombia, representing savings of around Ps200bn (US\$80mn) to the annual healthcare bill. The following month, INVIMA announced plans to extend the price control system to medical devices, while in July a further 323 medicines were added to the list, including several generics with more than three or four direct competitors.

In 2014, INVIMA sparked a controversial debate when it revealed plans to reverse switch 59 herbal & natural ingredients. The President subsequently ordered that the proposals be withdrawn. Since then INVIMA has held 11 workshops, following which it agreed that 39 of the

ingredients in question will remain OTC, while five were eliminated from the list for lack of proven medicinal benefit. A further 11 – among them black cohosh, ruta graveolens, cinchona and pygeum – have been reverse-switched, while the status of ginkgo biloba, echinacea, saw palmetto and balsamine remains under discussion.

## Venezuela

- **Shortages exceed 70%**
- **New medicine access system criticised**

In January, medicine stock shortages were reportedly running at over 60% in Caracas and more than 70% in other parts of Venezuela. The government responded by announcing plans to facilitate the production, importation and distribution of medicines during the year. It allocated US\$495mn to purchase more than 200mn units of drugs including antihistamines, vitamin supplements and insect repellents sourced from Argentina and Uruguay.

In March, the President appointed Henry Ventura as the new Minister of Health. He was tasked with the creation of a system to improve access to medicines, involving the development of a central database to identify and address widespread stock shortages throughout the country. However, its implementation has been criticised with patients unable to obtain medicines that they require and stock shortages continuing to worsen.

To address this, it was announced in mid-2015 that state-owned company Profarmacos will commence production in November of 18mn medicines in a bid to meet Venezuela’s demand for basic drugs. Among the tablets to be produced are paracetamol, ibuprofen, allergy remedies, anti-inflammatories and diuretics.

## Argentina

- **Initiatives promote use of generics**
- **OTCs to remain BTC**

Generics have been in the spotlight in Argentina. The law currently states that doctors must prescribe by active

ingredient, although they are permitted to recommend a brand. However, the President of the Health Commission of the Lower Chamber, Andrea García, confirmed in May that a proposal stating that doctors must prescribe by generic name only had been passed by the Chamber of Deputies. Prior to this, in March, the government launched a public advisory campaign promoting the use of generics, recommending that patients remind their doctor to prescribe by generic name.

The same month, both the Supreme Court and the Court of Appeals upheld a decision to prohibit the self-selection of OTCs in pharmacy retailer Farmacity's stores. The courts ruled the display of OTCs on gondolas to be in breach of laws stating that medicines, including OTCs, must be dispensed by a pharmacist in order to "discourage self medication and protect public health".

Also concerned with public health, at the end of 2014 a group of deputies submitted a proposal to Congress on behalf of SEDRONAR, the organisation responsible for coordinating national policies in the fight against addiction. The proposal includes the renaming of OTCs from *medicamentos de venta libre* (free-sale medicines) to *medicamentos de venta sin prescripción médica* (medicines sold without prescription), in order to move away from the idea that OTCs are consumer goods. The initiative also seeks to prohibit the direct or indirect diffusion, promotion and sponsorship of OTC medicines through any media, demanding that OTC advertising only take place in pharmacies and that it be limited to posters featuring technical information only.

While no further action has been taken on this proposal, in August ANMAT published updated legislation regarding the advertising of OTCs, food supplements, cosmetics and medical devices and technology. Companies must notify ANMAT via its website of publicity materials – including content, the agency responsible, brand name and details of the media plan – within 48 hours of them being disseminated to the public. Additionally, laboratories must submit information regarding any HCP-detailing and ANMAT must receive copies of said materials.

---

## Chile

### • Changes to Pharmaceuticals Law announced

In January the MoH announced modifications to the *Ley de Fármacos* (Pharmaceuticals Law), following a July 2014 Public Consultation. The MoH had initially indicated that the display of OTCs for self-selection and the sale of drugs by units prescribed would be made obligatory. However, concerns were raised that small pharmacies could lack the capacity to comply. As such, these measures will now remain voluntary. Where medicines are displayed for self-selection, they must be grouped according to indication and prices clearly marked to encourage competition. The modifications also extended the deadline for pharmacies to stock minimum levels of generics, as shortages in the market had been reported. Senator Guido Girardi, Chair of the Health Commission, attributed the shortages to labs deliberately reducing the supply of generics since they offer a lower return than brands and branded generics.

Meanwhile, in May, the Independent Democratic Union party proposed a bill that would make it obligatory for pharmacy retailers to publish regularly updated information regarding medicine prices and stock levels online for public reference. If approved, the measures would only apply to retailers with five or more stores.

---

## Peru

### • Digemid creates pharmacy register

At the end of 2014, Digemid began a programme to register all pharmaceutical establishments in the country, both state-run and private, with the aim of ensuring Peruvians' access to safe and effective medicines. The agency plans to create a database of all pharmacies that are currently registered with either the National Authority for Pharmaceutical Products, Medical Devices & Health Products (ANM) or its regional equivalent and the respective Health Directive (in the case of Lima). Establishments that did not comply with registration by February faced closure. Following the completion of the programme, Digemid pledged to provide free training to staff to improve the services offered by pharmacies. ☒

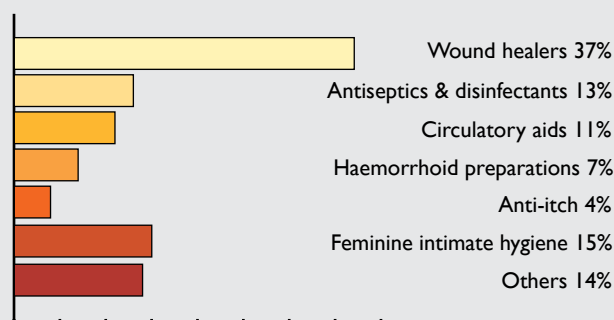
# Derma 2: Genomma struggles impact Mexico; rest of Big 4 grow well

## Big 4: At-a-glance guide for OTC dermatologicals 2 2015

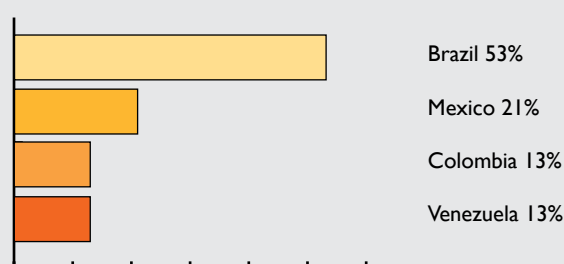
**TOPLINE:** Regional derma 2 sales rose by 12% to US\$771mn. Brazil, Colombia and Venezuela all managed double-digit rises, while Mexico declined by 2%, largely impacted by Genomma's struggling sales. Wound healers is the largest category and continued strong growth in Brazil contributed to a 13% regional rise, while circulatory aids, anti-itch and FIH also performed well across the Big 4.

**MARKETERS / BRANDS:** Genomma recorded a mixed performance: sales of Goicoechea circulatory aid tumbled in Mexico but grew strongly in Brazil, while Cicatricure wound healer has encountered obstacles across the region. Bepanthen (Bayer) nappy rash treatment has continued to flourish in Brazil as well as in other countries across the Big 4. Hipoglos (various marketers) is a key regional competitor to Bepanthen, while Lactacyd (Sanofi) remains the No.1 FIH brand.

### Big 4: Sales by category 2015\*



### Big 4: Sales by country 2015\*



\* Total sales US\$771mn, based on Nicholas Hall's global OTC database, **DB6** (MSP)

## Big 4: OTC dermatologicals 2 overview 2015

Market indicators (MSP)	Brazil	Mexico	Colombia	Venezuela	TOTAL
Total (US\$mn)	409.6	165.8	97.6	98.3	<b>771.3</b>
Index (15/14) <sup>†</sup>	113	98	111	144	<b>112</b>
Total (local currency mn)	R\$1,293.1	Ps2,546.3	Ps245.2bn	BsF1,179.8	<b>N/A</b>
Exchange rate (lc to US\$)	3.16	15.36	2,511.33	12.00	<b>N/A</b>
Per capita spend (US\$)	2.02	1.39	2.05	3.26	<b>1.93</b>
Population (mn)	202.8	119.7	47.7	30.2	<b>400.4</b>

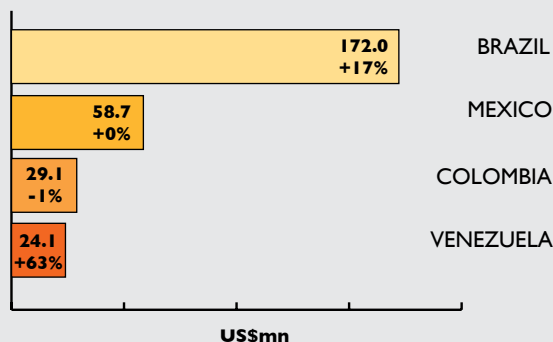
<sup>†</sup> Calculated in local currency

**DATA SOURCE:** Nicholas Hall's OTC INSIGHT (12 months to June 2015) based on Nicholas Hall's **DB6** OTC database, in partnership with Nielsen in specific countries. All exchange rates from Qanda.com, published on 1st June 2015 except for Venezuela, which uses the Venezuelan government's SICAD rate. Applies to all data referenced in the report unless otherwise stated. Owing to changes in channel coverage, data is not directly comparable to last year's Market Report.

## Derma 2: Key category analysis

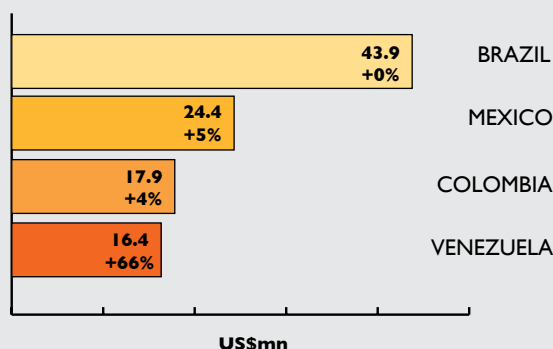
### Wound healers

- Regional revenue increases by 13% to US\$284mn
- Brazil (+17%), which contributes over 60% of sales, is the principal growth driver
- Bepantol (+37%) is behind Brazil's strong rise, having been backed by line extensions and A+P
- Changes to Vitacilina's marketing strategy in Mexico



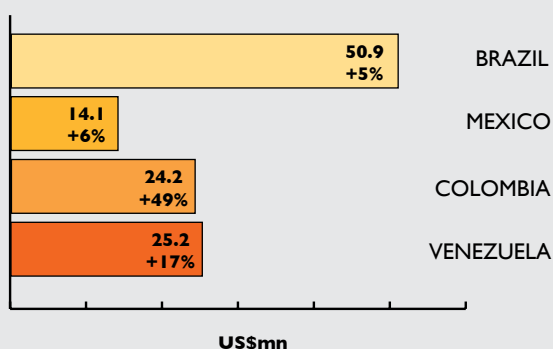
### Antiseptics & disinfectants

- Big 4 sales rise by 9% to US\$103mn, with all countries – except Brazil – posting an increase
- Barmicil Compuesto and Microdacyn 60 drive Mexico's 5% growth
- Mexsana antiseptic foot talc a strong brand in Mexico and Colombia



### Feminine intimate hygiene

- Overall turnover up 15% to US\$114mn; double-digit increases for Colombia and Venezuela fuel sales
- Lactacyd the leading brand in each Big 4 country; Lactacyd Probio rolled out across much of region
- Increasing number of VYI antifungal brands enter category through soap line extensions in Mexico



### Others

- Circulatory aids is a dynamic category, growing 15% to US\$84mn. Genomma's Goicoechea is a key brand in LatAm which, alongside Varicell (Divcom / Eversil), helped to drive Brazil's 23% rise
- Anti-itch was the fastest-growing Derma 2 category, with sales in Venezuela increasing two-fold
- Haemorrhoid preparations took sales of US\$51mn, an increase of 8%. Both Brazil and Mexico contribute approximately 45% apiece; however a 21% rise for Brazil was counteracted by a 5% decline in Mexico
- Eczema & psoriasis treatments soar in Brazil; lip care a key category across much of the Big 4



# Brazil

## Wound healers: Continued excellent growth

- More nappy rash treatments with preventive positioning
- Cicatricure impacted by branded generic competition

Wound healers had another excellent year, increasing by 17% to R\$543mn (US\$172mn). Investment in both segments – nappy rash treatments and traditional wound healers – has continued to fuel category growth in recent years. This may well continue during the next reporting period following the launch of another significant brand at the end of 2014. J&J introduced the US' No.1 nappy rash brand, Desitin. Available in 113g and 57g presentations, Desitin Creamy contains zinc oxide, aloe vera and vitamin E to protect against nappy rash and irritation from the first application. This strong preventive positioning is also made clear by the product's packaging. The launch event was attended by female celebrity bloggers plus Brazilian model and actor Malvino Salvador, as the company wanted to demonstrate how men are playing an increasing role in daily child care. Desitin Creamy has strong potential in this burgeoning category, given that it is being marketed alongside the company's popular range of Johnson's Baby products.



*Desitin Creamy nappy rash treatment is now available in Brazil*

### Brazil: Dermatologicals 2 2015

	Rsmn	US\$m	Index 15/14
Wound healers	543.1	172.0	117
Antiseptics & disinfectants	138.8	43.9	100
Circulatory aids	169.5	53.7	123
Haemorrhoid preparations	69.9	22.1	121
Anti-itch	16.7	5.3	111
Feminine intimate hygiene	160.6	50.9	105
Others	194.6	61.6	113
<b>Total</b>	<b>1,293.1</b>	<b>409.6</b>	<b>113</b>

Combined sales of the various Bepantol presentations (marketed as Bepanthen globally) make the brand the clear leader, with 30% of category turnover. Bayer has maintained a high level of investment in both Bepantol Baby and Bepantol Derma, reflected in a 37% rise for the overall brand. Possibly as a result of Desitin Creamy's launch, Bepantol Baby has been given a new preventive positioning, which has been communicated through A+P. TV ads highlight that, while many aspects of motherhood remain constant, nappy rash creams have changed for the better: the product's formula, which contains provitamin B5, creates a protective barrier that helps to prevent nappy rash. Additionally, in January 2015, the company introduced a 100g tube, joining the 30g and 60g versions, while at the end of the reporting period a limited edition presentation, containing 120g, retailed for the same price as the 100g cream. Furthermore, an August 2015 initiative saw Bayer distribute baby changing tables to male public restrooms to encourage fathers to be more involved in their baby's upbringing.

Meanwhile, Bepantol Derma was the subject of an emotive online campaign coinciding with International Women's Day, which took place on 8th March and featured poems from the writer Martha Medeiros. The same month, the marketer launched interactive website [Bepantolderma.com.br](http://Bepantolderma.com.br), which contains product

information, as well as hair and skin care advice. Not forgetting stretch mark presentation Bepantol Mamy, Bayer teamed up with marketing company LetsFamily to distribute free samples of the product to pregnant women at their ultrasound appointments.

In light of the heightened competition, No.2 Hipoglós nappy rash cream (PGT / P&G) could only manage a 2% increase. This was despite TV ads that emphasised how the brand can help to hydrate, nourish and protect babies' skin until the next nappy change.

Sitting in third place, Cicatricure (Genomma) recorded double-digit growth (11%) for another year, although it was a mixed performance from its variety of presentations. The best-selling SKU, Cicatricure gel scar treatment, rose by 6%, which is a marked downturn from the previous year's increase of 31%.

There have been a number of copy-cat versions that have followed since Cicatricure's 2010 launch, including Cimed's Cicatrimed, União Química's Cicatrigel and Kley Hertz's Cicatridin, which all hit shelves in 2014. Furthermore, the Cicatricure anti-wrinkle cream and Dermoabrasive Facial Treatment Kit both declined by double-digits. Growth was buoyed by the eye cream, for reducing the appearance of wrinkles, as well as the launch of Corporal Cicatricure body lotions in early 2015. Available in 400ml pump presentations, they come in three versions: Antiestrias (Anti-Stretch mark), Reafirmante (Firming) and Antirrugas (Anti-Wrinkle). Actress and singer Xuxa has appeared in TV ads for the various products.

Dermodex sales have slowed somewhat after initial good growth following RB's acquisition of the marketing rights from BMS in 2013. Sales grew by 7% to maintain fourth place, although the company will no doubt be hoping for improved growth after the introduction of new pack sizes in early 2015. Dermodex Prevent is now available in 60g and 30g creams in addition to 45g, while a 30g version has joined the Tratamento 60g cream for treating nappy rash. However, Dermodex Prevent now faces greater competition following the new positioning of Bepantol Baby and the Desitin Creamy launch.

With a much smaller share is Dersani (Saniplan / Daudt) wound healer. A 17% rise can be attributed to an economy pack containing three 200ml lotions, as well as the Dersani gel, which launched in 2013 in an 85g version and was joined by a 30g SKU in 2014.

## Antiseptics & disinfectants: Sales flat

- **Lack of innovation**
- **Merthiolate remains No.1**

A lack of A+P and investment in new products meant that sales of antiseptics & disinfectants were flat at Rs139mn (US\$44mn).

Merthiolate (Hypermarcas) remains the clear leader with one-fifth of sales. It is one of few brands that received A+P support, with Hypermarcas continuing to run TV ads seen the previous year showing each member of the family requiring the product for minor injuries. These, along with internet ads, have featured the slogan, "*Sempre em casa*" (Always at home) to demonstrate the indispensable nature of the product. Despite this backing, the brand could only manage growth of 2% during the year.

Sanofi's Dermacyd Infantil paediatric liquid soap, positioned to help to prevent skin irritations, had a disappointing year, declining by 1%, although it maintained second place. Third-ranked Soapex (Galderma) was another brand to record a static performance, with sales rising by just 1%. This was despite the introduction of Soapex wipes in H1 2014.

Competing for fifth place, each with a 9% category share, are Pomada Minancora (Catarinense for Grupo Minancora) and Cutisanol (Millet Roux), which both declined by 4%. In early 2014, Catarinense took over the marketing and distribution for Minancora from Sanofi and in 2015 it also began to manufacture a number of Minancora products – the transition of which has affected supply and impacted overall brand sales. However, in an interview with *Indústria & Competitividade* magazine, the company indicated that it has high expectations for the Minancora brand, which

may result in Pomada Minancora's fortunes being reversed in the near future.

## Circulatory aids: Soaring sales

- **No.1 Varicell boosted by topical version**
- **Goicoechea a significant entry**

The Rs170mn (US\$54mn) circulatory aids category had an excellent year, posting growth of 23%, thanks to investment in a number of top-tier entries.

An increase of 39% for No.1 Varicell (Divcom / Eversil) can primarily be attributed to the launch of Varicell Gel in mid-2014. After almost one full year on the market, sales of this presentation generated Rs13mn (US\$4.1mn) – approximately one-fifth of total brand sales. TV ads have promoted the gel alongside the tablets, stating how it is the No.1 brand for relieving varicose veins and that the cream-gel format is more efficient than other creams – an indirect reference to Goicoechea (Genomma), which launched in Brazil in 2011. Additionally, in mid-2015, actress Nicette Bruno appeared in a new TV campaign for the tablets, highlighting their efficacy in relieving tired, heavy legs in addition to improving haemorrhoid symptoms.

No.2 Hirudoid (Daiichi Sankyo) increased by 6%; it is at risk of being overtaken by third-ranked Goicoechea during the next reporting period after the latter grew by 27%. Goicoechea sales were boosted by the 2013 launches of DiabetTX (for diabetes' sufferers), Firming and Anti-Cellulite versions, with DiabetTX now the best-selling presentation. Additionally, a high level of A+P investment contributed to growth, with TV ads stating that 79% of women who tried the product were satisfied with the results, while DiabetTX ads emphasise its suitability for treating diabetics' extremely dry skin.



Takeda's Reparil sits in fourth place, up 6%, followed by Trombofob (Abbott), which grew by 10%, helped by animated ads showing how the brand can help to soothe bruises. Abbott also fields Venocur Fit tablets, which launched in early 2014, replacing the Triplex version. Sales now sit around the Rs4mn (US\$1.3mn) mark, meaning that it competes with Natulab's Varivax on the edge of the Top 5. Sales of the latter almost trebled during the year thanks to TV A+P.

## Haemorrhoid preparations: Impressive rise

- **Takeda on top**
- **Launches from Genomma and União Química**

The Rs70mn (US\$22mn) haemorrhoid preparations category grew by 21% and continues to be convincingly led by Takeda, which garners almost 60% of revenue. It fields No.1 Proctyl, available as an ointment and suppositories, which recorded a 14% increase, plus Proctoderm liquid soap for haemorrhoid sufferers, which launched in late 2013. This presentation enjoyed very strong growth over the year with sales now totalling Rs2.7mn (US\$840,000).

With much smaller revenue, and growth of just 4%, Hypermarcas' Hemovirtus has held on to second place despite strong competition from Proctosan (Kley Hertz). Sales of Proctosan doubled during the reporting period to claim the No.3 spot and 10% of the category, just one percentage point behind Hemovirtus.

Medley / Sanofi's generic Policresuleno + Cinchocaina ointment also achieved double-digit growth, while Procto-Glyvenol (now marketed by GSK CH following the Novartis j-v) experienced another steep decline (-11%). This was owing to the continued absence of the suppository format caused by manufacturing issues; however, the cream format managed a 9% increase.

In this medically-oriented category, Genomma has taken a different approach with the launch of Proctan ointment (lidocaine, hydrocortisone + zinc oxide) in early 2015. The



*Proctan was launched by Genomma in early 2015*

company backed the new product with TV ads advising consumers that, while many people with haemorrhoid symptoms attribute them to poor hygiene, this is a myth and sufferers can find relief through using Proctan. However, the campaign was thrown into the spotlight when many viewers complained over the rude nature of the ad, which Genomma was forced to alter after TV station Record withdrew it from the air.

Another 2015 launch came from União Química, which introduced Proctos H cream formulated with hydrocortisone acetate, lidocaine, bismuth subgallate and zinc oxide. Its launch has been communicated to the trade via print ads.

## Anti-itch: Top 3 most dynamic

### • Caladryl backed with A+P support

The small anti-itch category rose by 11% over the year to take sales to Rs17mn (US\$5.3mn). Results were mixed: the Top 3 all posted good double-digit growth; however, the majority of other brands recorded a lacklustre performance.

Hypermarcas fields No.1 Polaramine antihistamine cream, which grew by 31% to increase its market share to 27%. It also markets branded generic version Histamin – which also grew by double digits but from a lower base – and Calamyn lotion, positioned for soothing burns and rashes, which declined during the year.

Calamyn was no doubt impacted by the success of No.2 Caladryl (Valeant), which increased by 25%, helped by

renewed investment. In early 2015, TV ads and brand website [CaladrylBrasil.com.br](http://CaladrylBrasil.com.br) demonstrated how the Pós-Sol lotion can soothe sunburnt skin and it was also promoted with ads in the trade press.

Third-ranked Andantol (Aché) rose by 13%, while No.4 Calamed (Cimed) could only manage a 3% increase. This was potentially a result of greater competition from Caladryl, as well as a change in the brand's line-up: the 120ml spray has been replaced by a 300ml version, while the cream has been withdrawn. The lotion remains the best-selling presentation.

## Feminine intimate hygiene: Poor performance

- Dermacyd Challenge targets new users
- Protex enters category

A 4% rise for No.1 Dermacyd (Sanofi; known as Lactacyd globally), which contributes almost 80% of the FIH category's Rs161mn (US\$51mn) sales, resulted in overall growth being limited to 5%. However, the brand's performance may well be improved upon during the next reporting period after a new A+P campaign commenced in mid-2015. Sanofi is encouraging women who may not have used the brand previously to embark on the "Desafio Dermacyd" (Dermacyd Challenge), whereby they are offered their money back if, after two weeks, they do not feel "mais fresca e protegida" (fresher and more protected). TV, internet and print ads have promoted the challenge and all feature actress Giovanna Antonelli who has starred in previous A+P for the brand.



*Dermacyd is being supported by a new money-back guarantee and mass media A+P campaign*

No.2 and No.3 brands Albocresil (Takeda) and Lucretin (Hypermarcas), which contribute a 6% and 3% share respectively, failed to record growth greater than 2%. Fourth-ranked Intimus (Kimberly Clark) – an extension of the sanitary towel and tampon brand – had a strong year, rising by 21% as a result of a good performance by its leading presentation: the intimate hygiene wipes. Dermafeme (Cimed) and Higiderm (EMS), which generate sales around the US\$1mn mark, also grew well above the category average.

Elsewhere, a notable launch came from Colgate-Palmolive, which entered the FIH sector through the extension of leading soap brand Protex. Protex Cuidado Íntimo (Intimate Care) is available in two versions: Delicate Care and Fresh Equilibrium. Positioned for daily use, both products are formulated



with exclusive Protex System technology, which contains lactic acid and is claimed to strengthen the natural defences of the intimate area and maintain balanced pH levels. The launch was backed with an A+P campaign endorsed by Brazilian sexologist Laura Müller, which included social media activities.

## Others: Launches boost eczema & psoriasis

- A+P investment for Nebacetin
- Good year for Bepantol Derma Regenerador Labial

Eczema & psoriasis treatments garner Rs67mn (US\$21mn), an increase of 15% thanks to double-digit growth for the Top 3 brands: Ureadin (Sanofi; +19%), Cetaphil Restoraderm (Galderma / Nestlé; +12%) and Lipikar (La Roche-Posay / L'Oréal; +38%), which each contribute between one-quarter and one-fifth of category sales. Ureadin has been boosted by a number of 2013-14 launches, including a bath gel and a foot & heel cream,

containing urea 5% and 10% respectively. Lipikar has also been driven by line extensions in recent years – the newest is Lipikar Baume AP+, a moisture-replenishing balm that uses patented Aqua Posae Filiformis to provide lasting hydration, according to the company.

Additionally, a new competitor has entered the category: in early 2015 Libbs introduced the Umiditá line for atopic skin. It comprises Umiditá Hidratante AI (Anti-Inflammatory), a lotion and cream to treat severe dermatitis symptoms; Umiditá Hidratante lotion for soothing atopic skin; Umiditá Hidratante Rostro facial crème-gel; and Umiditá Hidratante lotion for children, positioned for daily use.

Topical antibiotics garner significant sales: Rs57mn (US\$18mn), an increase of 10% over the year. Nebacetin (Takeda) generates half of revenue and grew in line with the category; however, a number of generics and branded generics grew well above the average, among them Sanofi and EMS' Neomicina + Bacitracina entries and Neotricin (also EMS). Takeda is hoping to stave off generic competition during the next reporting period with the aid of an Rs2.5mn (US\$792,000) A+P campaign, which includes TV ads, a new brand website and POS activities.

Remaining sales are generated by lip care and wart & verruca treatments. Bepantol Derma Regenerador Labial, introduced in mid-2014, is a key lip care brand, now generating sales of Rs22mn (US\$7mn). Like the original Bepantol presentations, it has been supported with significant A+P. In April, Bayer launched a campaign that coincided with National Kissing Day and which ran until the end of June in bars across Rio de Janeiro and São Paulo. It incorporated branded table decorations, videos, social media activities and allowed consumers to use free WiFi so that they could remain in touch with their loved ones. Upon paying the bill, women also received a free sample of the product.

Pointts (Genomma) is the No.1 wart & verruca treatment, although it declined during the year. Double-digit growth for Verrux (Theraskin) and Calotrat (Kley Hertz) has allowed them to steal share.



# Mexico

## Mexico: Dermatologicals 2 2015

	Psmn	US\$mn	Index 15/14
Wound healers	901.5	58.7	100
Antiseptics & disinfectants	375.1	24.4	105
Circulatory aids	246.1	16.0	86
Haemorrhoid preparations	339.1	22.1	95
Anti-itch	146.2	9.5	103
Feminine intimate hygiene	217.1	14.1	106
Others	321.2	20.9	95
<b>Total</b>	<b>2,546.3</b>	<b>165.8</b>	<b>98</b>

## Wound healers: Cicatricure continues to lead

- Bayer and Andr maco perform well
- Change in A+P strategy for Vitacilina

Sales in Mexico's biggest derma category, wound healers, reached Ps902mn (US\$59mn) in the 12 months to June 2015. Genomma's Cicatricure continues to dominate adult wound healers; the range comprises the original gel in addition to numerous cosmetic line extensions, including recent launch Cicatricure Intervenci n Nocturna anti-ageing night cream. The brand was backed by heavy A+P investment, with TV ads for Cicatricure gel highlighting the rapid aesthetic benefits of the product – visible scar reduction in eight weeks – and featuring the tagline, "La ciencia que perfecciona mi piel" (The science that perfects my skin). The August 2014 registration of Robins' Cicatrigel triggered complaints from Genomma, which considered the new brand a potential copyright infringement; however, it has received marketing authorisation from Cofepris.

KSK / Taisho fields Vitacilina ointment, which has a dual positioning as a wound healer and acne remedy, and Vitacilina Beb  in the nappy rash segment. Despite A+P support, including print ads and online videos, as well

as recent line extension, Vitacilina Beb  Aceite (Baby Oil), both entries declined during the past 12 months. Arturo Escalante from KSK's parent company CICSA (owned by Taisho) told *El Financiero* in May 2015 that, in order to better compete with the rising number of generic marketers that have entered the derma category in recent years, the company has kept brand prices low. Additionally, while heritage brand, Vitacilina, is popular among the older demographic, the company is seeking to attain brand loyalty among younger consumers. As a result, the company is moving its marketing strategy away from mass media A+P and is becoming more digitally-focused.

Bayer markets Bepanthen nappy rash cream, which grew by double digits thanks to a range of consumer-directed A+P, including retail discounts, a competition run in collaboration with *BB Mundo* magazine, and TV and press ads focusing on the products' quick relief. The brand website highlights Bepanthen's preventive positioning and its good reputation among paediatricians; it is claimed to be distinct from other products owing to its non-greasy formula that does not damage babies' skin.

Andr maco's Pasta de Lassar wound healer and Hipoglos nappy rash treatment both grew during the reporting period. The Hipoglos range comprises best-selling presentation Pomada for light to moderate nappy rash; Cremoso, positioned as a preventive treatment; and Hipoglos F for more severe cases. The brand is situated as a long-standing expert in the field of nappy rash treatment and was supported by consumer competitions and discounts throughout the year. Elsewhere, marketing for Mustela (Expanscience) focused on the exclusive three-in-one benefits offered by the products' natural formulations: "Previene, calma, alivia" (Prevent, soothe, relieve).

Sales of GSK CH's Capent grew steeply thanks to a number of consumer-oriented offers during the reporting

period; the cream was available in promotional packs with 40g extra free. Packaging also highlights its good reputation among HCPs, stating that it is, “No.1 recomendada por pediatras” (Most recommended by paediatricians).

## Antiseptics & disinfectants: Top 2 brands drive sales

### • Lower-tier competitors in decline

Sales of antiseptics & disinfectants grew by 5% to Ps375mn (US\$24mn). The top two competitors – Química Sons’ Barmicil Compuesto and Microdacyn 60 (More Pharma for Oculus) – both managed double-digit rises, but category growth was limited owing to heavy declines by lower-ranked competitors. Barmicil Compuesto, whose sales were driven by strong A+P investment, boasts a 38% market share and is positioned as a triple action product: “Desinflama, desinfecta, elimina hongos y bacterias” (Reduces inflammation, disinfects, eliminates fungus and bacteria).

With a more ethical positioning, No.2 Microdacyn 60 has a different target market to Barmicil Compuesto. The brand was supported by HCP-detailing in anticipation of the 2014 cold & flu season, which helped drive growth. Additionally, Microdacyn 60 is suitable for use by diabetics, with claims to effectively eradicate factors that contribute to infected foot ulcers.

Another notable competitor is Bayer’s Merthiolate, which grew by 12%; however, sales of its medicated foot talc, Mexsana – which it gained via the Merck CC acquisition – fell by double digits. Boehringer Ingelheim’s Isodine, Vioformo (GSK CH) and Xyloderm (Genomma) also failed to grow.



*Barmicil Compuesto recorded strong growth during the reporting period*

## Circulatory aids: Heavy decline

- No.1 Goicoechea falls by double digits
- Smaller competitors also fail to grow

Circulatory aids fell by 14% to take sales to Ps246mn (US\$16mn). Genomma’s Goicoechea – available in a wide range of presentations, including Firming, Royal Jelly and Anti-Cellulite – leads the category with more than a 50% share and was primarily responsible for the category’s poor performance.

Like Asepxia, the brand has been hurt by distributor Casa Saba’s exit from the market, as well as what the company describes as “a weak consumer environment”. This was despite a high level of A+P support, with TV ads focusing on the aesthetic benefits plus the fast and long-lasting relief provided by the product. Line extension Goicotines unisex compression socks (not tracked here) was also backed with TV ads featuring testimonials from flight attendants and nurses.

Additionally, Genomma markets systemic sister brand, Goicotabs, which competes alongside Venastat (Armstrong / Bagó for BI). Both brands received consumer-oriented A+P investment; however, sales remain in decline.

Elsewhere, BI fields Antistax and Abbott competes with Verisan 3TEPX, whose sales remain small despite the brand’s 2014 image update. In other news, Salud Natural Mexicana recently received regulatory approval for systemic capsule Druif-D, formulated with vine leaf and tocofersolan.

## Haemorrhoid preparations: Proctoacid performs well

- Xyloproct Plus profits from Genomma ownership

Statistics from the Mexican Institute of Social Security indicate that approximately 65% of the adult Mexican population suffer from haemorrhoids owing to poor eating habits and increasing obesity levels, suggesting

good potential for OTC marketers. Sales of haemorrhoid preparations currently stand at Ps339mn (US\$22mn).

Genomma's A+P investment in Nikzon remained high. TV ads adopting the slogan, "*Con Nikzon me siento en las nubes*" (With Nikzon I'm sitting in the clouds) featured doctor recommendations and promoted the brand's ease of use and popularity. The official website offers information on the causes and treatments for haemorrhoids, situating the brand as an authority to instil consumer confidence.

Xyloproct Plus suppositories compete in the mid-tier and recorded growth of 19%. The product has profited since coming under Genomma's leadership in 2013, when the company acquired the brand from AstraZeneca. Consumer-oriented promotion has included TV ads highlighting the product's universal suitability for treating a problem that can run in families. Genomma also fields Ans-tk gel, which takes smaller sales.



Growth of 8% for Proctoacid (Takeda) topical cream has likely been aided by stock shortages for the brand's Rx suppository presentation, following a move in its manufacturing site from Mexico to Brazil. Elsewhere, GSK CH competes with Procto-Glyvenol, while Milenium has recently relaunched systemic horse chestnut offering Xifen.

## Anti-itch: Steady growth

### • Andantol takes lion's share

Anti-itch sales rose by 3% during the past 12 months, reaching Ps146mn (US\$9.5mn). Andantol (Sanfer) dominates the market; the bulk of brand sales are taken by the topical gel, positioned for the treatment of allergic dermatitis, insect bites and sunburn, with systemic syrup and tablet presentations also offered (not tracked here). Sanfer backed the brand with TV ads featuring an

adventurer, which highlighted the brand's quick relief and effectiveness in a range of situations.

Valeant fields Caladryl S and Caladryl Clear, which were offered at a reduced price over the year. Elsewhere, Genomma competes with Pomada de la Campana, dually-positioned as an antipruritic and wound healer, whose wider portfolio comprises a number of extensions including night-use cream Pomada de la Campana con Tepezcohuite, lip balm and nappy rash treatments.

Lower-tier competitor Eurax (GSK CH) has seen strong growth; the brand is positioned to treat all types of itching, including those caused by conditions such as diabetes, scabies and lice.

## Feminine intimate hygiene: Dynamic category

- Numerous VYI brands enter category
- Sanofi and Genomma invest heavily in A+P

Sanofi's Lactacyd continues to dominate the Ps217mn (US\$14mn) FIH category, which grew by 6%. In a number of LatAm countries, including Mexico, Lactacyd's formula has been replaced with Lactacyd ProBio, containing prebiotics in addition to lactic acid and lactoserum to balance pH levels and fight harmful microorganisms in the intimate zone.

Sanofi recently boosted the brand, comprising Floral and Fresh presentations, with a refreshed image and new curved packaging. Additionally, during October 2015 the products were offered in limited edition pink versions, the sales of which helped fund Papanicolaou tests for women in less developed communities as part of the company's "*Salud Íntima Para Todas*" (Intimate Health for All) campaign. Sanofi invested in a range of consumer-directed A+P over the reporting period, including a number of retail discounts and TV ads highlighting that Lactacyd is the No.1 brand recommended by gynaecologists.

Combe's Benzal range (known globally as Vagisil), comprises a number of products including Odor-Block and

Hidratante, which is formulated with patented ProHydrate complex, claimed to clean and hydrate the intimate area simultaneously. The brand is positioned as a long-standing expert in the field, thanks to over 50 years experience. It was backed by a number of retail discounts of up to 40% across the line, in addition to several TV ads and online promotional videos, featuring testimonials from consumers and medical professionals.



A number of companies that field VYI remedies have extended their brands into the FIH category in recent years. These include Bayer, which fields Canesten Sensicare FIH soap, and Genomma, marketer of Lomecan Íntimo. In early 2015, Genomma extended its FIH portfolio with Shampoo Íntimo liquid soaps, which joined the soap bars in Original, Cleansing and Firming versions. Genomma invested in A+P, including TV ads with the slogan, “*El de las niñas bien*” (For good girls), that highlighted the products’ formulation, which is designed exclusively for the female intimate zone and is therefore much healthier than standard soap.

Liomont has also extended its Candiflux VYI treatment into the FIH segment with Candiflux Shampoo de Higiene Íntima. The range comprises Daily use and Antibacterial, positioned for use during pregnancy and menstruation. Liomont has backed the brand with consumer-oriented A+P since its May 2015 launch, with TV ads explaining



*Candiflux is now present in the FIH category*

that the product can help prevent VYIs, and BTL activities targeting younger women.

Elsewhere, Kimberly Clark fields Kotex; the range is marketed as a three-step process with soap, wipes and sanitary towels. Armstrong’s Nosop Gel Íntimo, Isodine V (BI) and non-medicated FemFresh (Church & Dwight) also compete. In other news, RIMSA now markets Phemeday, having acquired the marketing and manufacturing rights from Takeda in March 2015.

## Others: Pointts leads wart & verruca treatments

### • Investment in digital A+P for Labello and Blistex

Wart & verruca treatments generated Ps179mn (US\$12mn) during the past 12 months, with the majority of sales taken by Pointts (Genomma for Orasure). Genomma also markets Dermoprada, which is positioned for the treatment of smaller warts and verrucas. Despite consumer-oriented A+P support over the year – including promotional discounts and TV ads – both entries declined. Other lower-level competitors include Grisi’s Excelsior and Selder’s Condil.

Sales of lip care products reached Ps124mn (US\$8.1mn) over the past year. No.1 brand Labello (Beiersdorf) takes over half of segment sales. The brand was recently extended to include a range of lip butters, in addition to Labello Med Repair, positioned to treat very dry lips. Labello has a strong online presence, including regularly updated website [Labello.com.mx](http://Labello.com.mx), plus Facebook and Instagram pages.

Sanfer invested heavily in digital A+P for Blistex, which was supplemented with a number of promotions, including competitions to win a smartphone and tickets to a pop concert. The range comprises a variety of flavoured balms plus line extensions Crema Labial for severely chapped lips and Lip Radiance with added colour and shine. Pfizer’s Chapstick and Carmex (Sinex for Carma) also compete.

# Colombia

## Colombia: Dermatologicals 2 2015

	Psbm	US\$m	Index 15/14
Wound healers	73.1	29.1	99
Antiseptics & disinfectants	45.1	17.9	104
Circulatory aids	10.5	4.2	103
Haemorrhoid preparations	5.6	2.2	108
Anti-itch	14.4	5.7	101
Feminine intimate hygiene	60.8	24.2	149
Others	35.7	14.2	105
<b>Total</b>	<b>245.2</b>	<b>97.6</b>	<b>111</b>

## Wound healers: Nappy rash treatments take significant sales

- Medicated and concentrated nappy rash line extensions popular
- Cicatricure faces A+P complaints

Sales of wound healers reached Ps73.1bn (US\$29mn) in the 12 months to June 2015. Tecnoquímicas continues to lead the nappy rash segment with Crema No. 4; the range comprises a number of preventive options, including original and concentrated (zinc oxide 40%) creams, in addition to Crema No. 4 Medicated (zinc oxide + nystatin), which the brand's official webpage claims is "la opción ideal para curar la dermatitis del pañal" (the ideal solution for treating nappy rash). The entry featured alongside a number of other Tecnoquímicas brands – including Altex, Cure Band and Vita C + Zinc – in a late-2014 promotional competition run by the company in collaboration with La Rebaja stores.

Another competitor of note is Desitin (J&J), available as the original preventive ointment (zinc oxide 40%) or the Creamy line extension, with a slightly higher concentration of the active. J&J highlights the popularity of the brand: "La crema más elegida por mamás y peditras" (The number

one choice of mothers and paediatricians) and the official website features FAQs and advice on caring for young skin, encouraging consumer confidence. The brand has been supported by modest A+P over the reporting period, with an active Facebook page and a promotional offer of a free pack of Johnson's Baby Wipes upon purchase of the 113g original ointment.

Specialising in products for mothers and babies, Cero competes with its Crema Cero line; like Crema No. 4 and Desitin, the brand's preventive creams are formulated with zinc oxide and are offered in several presentations, including Crema Multipropósito Cero and Crema Calendula Cero. A+P has included free samples of recently-launched line extension Crema Concentrada Cero (40%) and a 10% discount offered on purchases direct from the brand's website.

Cicatricure continues to lead the adult wound healer segment, and has seen heavy A+P investment by Genomma over the past 12 months; TV ads backing the original gel emphasised that it reduces the appearance of scars and stretch marks in eight weeks, and featured a medical endorsement from Dr Andrés Pérez Tapia. However, Genomma faced complaints over TV ads for Cicatricure cream line extension, which featured claims that the product was able to reduce wrinkles and expression lines by 76%; the company was ordered to remove these statements upon failure to prove scientific



Crema Cero is available in a number of presentations



backing. Nonetheless, towards the end of the reporting period a new A+P campaign was launched featuring popular Brazilian TV presenter Xuxa.

Acid-Mantle (Bayer), which is marketed as an effective skin-restorer, was supported by a number of promotional discounts. In addition to Acid-Mantle cream, the range comprises Acid-Mantle N astringent lotion and a soap. Bayer also fields astringent Domeboro, which is offered as a powder to be mixed with water.

Another entry comes from Scandinavia Pharma / Roemmers with Procar; the range comprises the original (zinc oxide + calamine) cream and NF (New Formula) line extension with added dexpanthenol and hyaluronic acid, designed to improve the elasticity and softness of skin.

Cosmetically positioned competitors include La Roche-Posay's Cicaplast (L'Oréal); Remital (Siegfried / Roemmers), which is claimed to stimulate collagen production to improve the appearance of scars; Novatrix Crema (Novaderma) with UV protection; and Sodermix cream (EuroEtika for Life Science Investment).

## Antiseptics & disinfectants: Isodine backed by A+P support

### • Variety of formats compete

Sales of antiseptics & disinfectants reached Ps45.1bn (US\$18mn) during the past year. Isodine (Boehringer Ingelheim) continues to lead the category; parent-oriented television ads built on the "Isodine Duo" marketing campaign of previous years, with Isodine Espuma (foam) and Isodine Solución (solution) promoted as complementary products.

Tecnoquímicas is present through Merthiolate and generic Yodopovidona MK, while another local marketer JGB offers Dioxogen and Yodopovidona Dioxodin. Other lower-tier povidone iodine entries include Healthdine (Laorem), Bacteido (Coaspharma) and generic offerings from Incobra and Leon. Elsewhere, Neo fields Top Tac solution (salicylic acid + thiomersal).

With a different positioning to other competitors, Mexsana foot talc is fielded by Bayer, which acquired the brand with Merck CC. Bayer has capitalised on Mexsana's long history in the country, with extensive A+P surrounding the brand's 70th anniversary in Colombia in 2015, including bigger special edition packs, TV ads and a competition to win tickets for free promotional concerts in collaboration with hip-hop band ChocQuibTown.

## Circulatory aids: Topical options rising in popularity

### • Significant advertising for Goicoechea

The Ps10.5bn (US\$4.2mn) circulatory aids category is seeing a shift from systemic to topical treatments following the success of Genomma's Goicoechea cream. Goicoechea comprises a number of line extensions, including Anti-Cellulite, Firming, Royal Jelly, Arnica and Ginkgo Biloba versions. Genomma continued to invest significantly in A+P over the reporting period, with a TV ad campaign featuring various Colombian female personalities – such as actress Myriam de Lourdes and model Laura Tobón – who highlighted the brand's aesthetic benefits and wide number of presentations.

Natural Freshly fields both systemic and topical entries through Venasfull, with line extension Venasfull Max Forte tablets offering a stronger 500mg horse chestnut option. Strong consumer-driven A+P over the year backed the brand; like Goicoechea, TV ads emphasised the aesthetic benefits of the product, reinforcing the slogan, "*Piernas sanas y bellas*" (Healthy and beautiful legs).

With a different positioning Reparil Gel N topical solution (Grünenthal for Rottapharm | Madaus) is marketed specifically as a treatment for bruises sustained from playing sports. The brand, which is formulated with diethylamine in addition to horse chestnut, has been promoted through Facebook and Twitter accounts.

Elsewhere, BI fields Venastat capsules (horse chestnut) while Vasoton (Takeda; horse chestnut) is available in capsule or gel presentations.

## Haemorrhoid preparations: Procto-Glyvenol still dominates

- Continued competition from cryotherapy options

The Ps5.6bn (US\$2.2mn) haemorrhoid preparations category has seen continued competition from cryotherapeutic options. Anucure cold therapy applicator (Cryotherapy Products) is the top entry in a Google Colombia search for “haemorrhoid treatments”; the brand is positioned as a medically-recommended and safer alternative to chemically formulated options, with claims of 100% efficacy from a short, three-day treatment. The official website [Anucure.com](http://Anucure.com) features FAQs and advice, as well as an option for direct online purchase. Primary competitor Anuice (TP Representaciones for Cryotherapy Products) is similarly situated.

The majority of haemorrhoid preparations remain Rx, including hydrocortisone-formulated Lidoprocto (Ropsohn), Bayer's Ultraproct (fluocortolone) and Lobana (Latinfarma; prilocaine), leaving Procto-Glyvenol (GSK CH) as the only OTC contender of note. The range, which comprises a 30g cream and a box of five suppositories, was backed by modest consumer-directed A+P over the past 12 months, including promotion in pharmacy magazines.

Elsewhere, Tena (SCA) markets Toallas H wipes, formulated with marigold and witch hazel, which are claimed to calm skin affected by haemorrhoids and help the healing process.

## Anti-itch: Menticol benefits from line extensions

- Dual positioning as insect repellents

During the past 12 months sales of antipruritics reached Ps14.4bn (US\$5.7mn). Since September 2014, there have been thousands of reported cases of the mosquito-borne chikungunya virus in Colombia, and one brand that has been looking to capitalise on this is Menticol (Bayer). In addition to the original Loción Menticol, the company



*The Menticol line-up has been extended during the reporting period*

fields Menticol Jungla (Jungle) line extension, which has a dual positioning as an insect repellent and an antipruritic. Additionally, the brand has benefited from considerable A+P support, which included TV ads, following the launch of foot talc and foot deodorant line extensions (not tracked here).

JGB's Loción Mentolada Lagé has a similar positioning to Loción Menticol, also available in spray and bottle formats; during the reporting period, Loción Mentolada Lagé 250ml spray was promotionally offered with an extra 110ml free. In September, JGB updated the brand website to include possible indications for the product, which aside from an anti-itch treatment, included use as an aftershave, headache remedy, antihistamine and mosquito repellent.

Caladryl (J&J) original lotion (calamine) and Caladryl Clear (paroxamine hydrochloride + zinc acetate) are both presented in 100ml bottles, while Gerco's Caladerm is offered as a 120ml bottle presentation in both original and clear formats. Gerco also fields Carerina for soothing insect bites.

## Feminine intimate hygiene: High adspends back brands

- Lactacyd ProBio introduced
- Kimberly Clark's Poise targets menopause niche

Lactacyd (Sanofi) remains at the top of the Ps60.8bn (US\$24mn) FIH category. Like in Mexico, Lactacyd ProBio was launched in September 2015, backed by medical endorsement from Dr Elizabeth Natale di Napoli, who

attended a launch event directed at HCPs. In addition to this, Sanofi invested heavily in consumer-directed A+P during the reporting period, with TV ads featuring Brazilian sexologist, Flavia dos Santos, reminding consumers of the brand's benefits and that it is the world's best-selling FIH soap.

Another significant competitor is Familia Sancela's Nosotras Natural, comprising liquid soaps and wipes. The brand is primarily marketed towards teenagers, and was backed by an extensive A+P campaign, including TV and press ads emphasising the fresh feeling offered by the products. The official website features a competition to become the next ambassador for Nosotras Natural Jabón Íntimo, with prizes including an iPhone 6 or one of 2,000 product kits. The brand is also supported with an active YouTube page, featuring lifestyle advice and videos directed towards the teenage market.

Recamier backed Bacterion Intime with press ads highlighting the brand's long-lasting effects and gentle formulation: *"Dale a tu zona más delicada el cuidado más íntimo"* (Give your most delicate region the most intimate care). Another entry to be supported with print A+P – in addition to social media promotion – was Intimazul (IPEF) liquid soaps and internal douches.

Poise (Kimberly Clark), which launched in Colombia in 2012, competes in the lower tier. It is marketed as an expert in FIH care for menopausal women, with the line also including a cooling face spray for hot flushes. Elsewhere, L'Avanté's Intibon is positioned *"para cada etapa"* (for every stage) of a female's life, with several product lines including Niña (Girl), Mujer (Woman), Prenatal and Silver (Mature). The brand was boosted by A+P backing over the year, with TV ads explaining the differences between the products and their benefits.



Also on offer is Genomma's Lomecan V Jabón Íntimo, which is marketed as a more natural alternative to leading brands, formulated with chamomile, rosemary and marigold.

## Others: Limited OTC wart & verruca treatments

### • Chapstick on top of lip care

Other dermatological products, comprising wart & verruca treatments and lip care, generated Ps35.7bn (US\$14mn) during the past 12 months.

The bulk of sales were generated by lip care, still led by Pfizer's Chapstick. The brand has been backed by consumer-focused A+P, with TV ads emphasising the anti-ageing effects of the products and promotional discounts offered throughout the reporting period. The extensive range, which includes Chapstick Medicado (camphor + menthol) and 2014 launch Hydration Total, is also supported through an active Facebook page and a brand website, which features the slogan, *"Hay un Chapstick para tí"* (There's a Chapstick for you) and lip care advice.

Beiersdorf fields entries through its Nivea lip care range – offered at a 20% discount during the reporting period – and its Eucerin line, which includes a lip cream and Acute lip balm for extremely dry or cracked lips.

Meanwhile, the majority of wart & verruca treatments remain Rx in Colombia, meaning that OTC options generate minor sales. Furthermore, Stiefel / GSK no longer competes following the late-2014 cancellation of the registrations of Duofilm (salicylic acid + lactic acid) and corresponding Rx entry Duoplant. Anglopharma's Vencedor, competing from a lower base, is now the only OTC competitor in the market.

Elsewhere, cryotherapeutic alternatives are gaining popularity, with clinics offering a liquid nitrogen freezing service to treat warts and verrucas.

# Venezuela

## Wound healers: Strong performance

- Beducen maintains dominance
- No.2 brand Adel set to leave market

The BsF289mn (US\$24mn) wound healers category has seen one of the strongest performances within the derma market. Bayer's Beducen accounts for half these sales, with lotion, cream and ointment presentations. The lotion and cream are positioned as intensive moisturisers. Traditionally, the lotion has been promoted with a cosmetic focus; however, the brand did not renew its close associations with the popular televised Miss Venezuela contest this year after several years as a major sponsor. Promotion has instead included presence at events such as at Parque Costazul's family day event on Isla Margarita.

The ointment presentation of Beducen is promoted as a remedy for nappy rash, offering the dual action of provitamin B5 to repair sore skin and a transparent layer to protect against dampness. Bayer also fields Acid Mantle, a lotion that protects the skin's natural pH balance.

Ponce & Benzo's Adel, an ointment based on vitamins A and D that provides protection and relief for irritated or damaged skin, has enjoyed a good year with growth exceeding that of the category. However, with the company's recent announcement that it will be ceasing operations in Venezuela (see *Newsbrief* p220), it is likely that Adel will disappear from shelves permanently.

Polinac will be hoping to capitalise on this hole in the market with Madecassol; its ointment and powder presentations based on centella asiatica have a similar positioning for general wounds and mild burns.

Other brands of note with a positioning to heal general wounds are Alantamida (Meyer / Roemmers) and Ademina

### Venezuela: Dermatologicals 2 2015

			Index
	BsFmn	US\$mn	15/14
Wound healers	289.3	24.1	163
Antiseptics & disinfectants	197.3	16.4	166
Circulatory aids	120.1	10.0	147
Haemorrhoid preparations	52.1	4.3	125
Anti-itch	112.4	9.4	201
Feminine intimate hygiene	302.3	25.2	117
Others	106.3	8.9	128
<b>Total</b>	<b>1,179.8</b>	<b>98.3</b>	<b>142</b>

Plus, one of the presentations in Etifar's Ademina line. Etifar also fields Ademina Kids to treat nappy rash.

Other brands promoted for nappy rash include Vandel (Bayer) and Lanol Zinc (Valmor), while La Roche Posay (L'Oréal) gives its Cicaplast Baume B5 – which launched in 2013 – dual positioning both for nappy rash and general skin irritations in children and adults. Last year BioMana Cosmética (for Expanscience) introduced the cosmetic Mustela line to the Venezuelan market, which includes a cream for nappy rash based on vitamin B5, zinc oxide, shea butter and vitamin F. More recently, the company has used press articles and social media backing to promote the reformulated line, which now benefits from avocado extract for extra protection.

## Antiseptics & disinfectants: Led by revitalised Borocanfor

- Dioxogen's last stand

The BsF197mn (US\$16mn) antiseptics & disinfectants category continues to be led by Borocanfor (Lab Vita), an antiseptic talc for foot hygiene. The brand, which benefits from a strong heritage after over 60 years on the market, has been revitalised by Lab Vita in recent years. Following

on from its 2014 line extension Borocanfor Crema Plus, a cream presentation designed to minimise chafing for people participating in sport, Lab Vita launched a new TV campaign at the end of 2014. Under the tagline, “*Siempre con buen pie*” (Always with your best foot forward), the ad shows the feet of two young protagonists going about their daily routine, sport and dancing. The brand has also built on its positioning for those who partake in sports, by establishing a presence at events including the CAF 2015 marathon and Maracaibo Rock 2015, among others.

The rest of the category comprises various antiseptic and antibacterial presentations, including solutions, gels and hand washes. Brands of note include Isorgan (Infinity Pharma / Vargas), Merthiolate (Vargas) and the soap substitute Diadex Phis (Polinac).

Fifth-ranking Dioxogen (Ponce & Benzo), a line of hypoallergenic antibacterial / disinfectant gels, soaps and solutions, had been extended in the first half of 2014 but now looks set to disappear from shelves, as Ponce & Benzo recently ended its operations in the country.

## Circulatory aids: Venasplant takes lead

### • Dominated by systemic horse chestnut offerings

The BsF120mn (US\$10mn) circulatory aids category continues its upward trajectory, with products largely systemic in nature and formulated with horse chestnut. Among these, Venasplant (Jericó) has taken the lead of the category, with Venastat (Boehringer Ingelheim) and Varicaps (Pro-Diet) also generating notable sales.

The most popular alternative to horse chestnut-based offerings is Natural Systems’ Centella Asiatica, which is said to improve poor circulation and reduce hardening of the veins. It also boasts weight loss and wound healing properties. Hirudoid (Daiichi Sankyo), formulated with mucopolysaccharide polysulphate, offers a gel presentation for those preferring a topical option.

## Haemorrhoid preparations: Little competition

### • Procto-Glyvenol leads

The BsF52mn (US\$4.3mn) haemorrhoid preparations category is led by Procto-Glyvenol (GSK CH), with only small competition since Bayer’s Scheriproct reverse-switch in 2012 following its reformulation. Also making sales of note is Faktu (Takeda), formulated with policresulen and cinchocaine hydrochloride.

## Anti-itch: Lab Vita extends Calaminol

### • Andantol set to return to shelves

The BsF112mn (US\$9.4mn) anti-itch category has seen the biggest growth within the derma market, with demand high as consumers seek relief from skin irritation in the face of outbreaks of dengue, chikungunya and scabies. The topline has also been buoyed by a strong performance from category leader, Calaminol (Lab Vita). The company has continued to reinvigorate Calaminol, which has been on the market for over 60 years. Last year the company updated the packaging of the line, which comprised gel and lotion presentations to soothe irritated skin. An A+P campaign included press ads featuring a happy child’s face, the so-called “*Cara de Calaminol*” (Calaminol face). More recently, Lab Vita has introduced Calaminol Picaliv, a gel line extension specifically positioned for relief from insect bites. Based on argan oil, shea butter and barley wax, it is suitable for all ages, including babies, and comes in a practical portable tube.



Calaminol Picaliv is positioned for relief from insect bites



Andantol (Zuoz Pharma for Vargas), positioned to provide relief from insect bites and sunburn, has suffered from *fallas*, but the company anticipates its imminent return to shelves.

## Feminine intimate hygiene: Promise hampered by *fallas*

- Lactacyd reigns
- Naturissima refreshes its offerings

The BsF302mn (US\$25mn) feminine intimate hygiene category continues to see its potential stifled by *fallas*. Once a buoyant category, and after several years of launches and high profile advertising, the past 12 months have been quieter. However, marketers are cautiously confident that the category can regain momentum if market conditions improve. In the meantime, those brands with availability continue to pick up sales from consumers previously loyal to other brands.

Lactacyd (Sanofi), traditionally one of the highest profile brands, has maintained its lead of the category. Consumers are able to access personal advice on issues of intimate hygiene through the brand's website.

Other high-ranking brands include Tantum vaginal douche (Elmor / PGT for Angelini) and Lactibón (Klinos / Roemmers) in syndet bar and lotion presentations.



Naturissima (Biotech) fields three vaginal douches: Sax (boric acid), Saxacid (acetic acid), Manzanilla (chamomile) and, since 2013, liquid soap presentations of both Sax and Manzanilla. In the past year, the company has refreshed the packaging for the vaginal douches and maintained its promotional efforts focused on POS and medical visits. ✕

**Nicholas Hall's**  
**OTC DASHBOARD**

**SIGN UP FOR YOUR  
FREE TRIAL TODAY**

**[www.OTCDASHBOARD.com](http://www.OTCDASHBOARD.com)**

Get instant access to a wealth of topline consumer healthcare data from the most trusted source in the OTC world

**FAST, RELIABLE DATA, WHEREVER YOU ARE**

For corporate trials, please email:  
[otcdashboard@NicholasHall.com](mailto:otcdashboard@NicholasHall.com)



# Newsbrief: RB, Teva and Merck keen to expand in the region

## M&A

### RB to exercise option to acquire BMS brands

**BRAZIL / MEXICO:** Reckitt Benckiser has expressed its intention to acquire a handful of OTCs from BMS in Latin America. In February 2013, the companies signed a collaboration agreement, through which RB gained the exclusive rights to sell, distribute and market a number of BMS' leading OTCs – including Temptra analgesic, Luftal antitflatulent and Naldecon cold & flu remedy – in Brazil and Mexico, with a purchase option at the end of the three year period. Furthermore, in April 2014, BMS granted RB the option to acquire its OTC manufacturing site in Mexico. RB exercised the right to both options in July 2015, with the expectation that the acquisition of the site and legal titles will complete in May 2016. The deal remains subject to Mexican and Brazilian antitrust authorities' approval and customary closing conditions.

### FEMSA gains stake in Cruz Verde

**CHILE / MEXICO:** Mexico's FEMSA has acquired a 60% equity stake in Chile's Grupo Socofar, which owns leading drugstore chain Cruz Verde (643 stores) and Maicao beauty stores (154 outlets). Additionally, Socofar operates Farmasanitas pharmacies in Colombia, comprising more than 150 units, and it is also a leading pharmaceutical distributor and manufacturer of generic pharmaceuticals in Chile. FEMSA will exercise day-to-day operating control, while the current controlling shareholders, which will remain as 40% equity owners, will appoint two members to the Board, including the Chairman. Socofar is valued at US\$998mn, and in the 12 months ending June 2015, revenue totalled US\$1.8bn. Subject to regulatory approval, the deal is expected to close during Q4 2015.

### RIMSA bought by Teva

**MEXICO:** Teva is to acquire RIMSA (Representaciones e Investigaciones Medicas SA), a leading pharmaceutical manufacturing and distribution company in Mexico, for an aggregate of US\$2.3bn. Expected to close by early-Q1 2016, the deal includes a portfolio of products and companies, intellectual property, assets and pharmaceutical patents in Latin America and Europe. RIMSA had revenues of US\$227mn in 2014, with year-on-year annual growth of 10.6% since 2011. As well as access to the fragmented Mexican generics market, Teva gains a handful of OTCs including leading antitflatulent Planex and vitamin B supplement Vitalen.

### Cristália eyes up Latinofarma

**BRAZIL:** Cristália has acquired Latinofarma, a local lab specialised in ophthalmic products. Latinofarma's annual revenue is approximately Rs90mn (US\$28mn); it generated OTC sales of around US\$10mn in 2014, through artificial tear brands Ecofilm, Lacribell, Plenigell and Mirugell, according to **DB6**. The acquisition price was not disclosed and Cristália is still evaluating whether it will incorporate Latinofarma or keep it as a separate entity.

## Snippets

**BRAZIL:** Raia Drogasil has completed its acquisition of a 55% stake in 4-Bio, Brazil's second largest company in the specialised cancer and immunological medicines retailing area, for Rs24mn (US\$7.6mn).

**MEXICO:** The Federal Economic Competition Commission has approved Genomma's sale of 50% plus one share of Grupo Marzam to Dutch private equity fund Moench Coöperatief for Ps1.35bn (US\$88mn).

## Company news

---

### Merck counts on LatAm

**LATAM:** German-based Merck expects Latin America to continue driving growth of its consumer health business. Uta Kemmerich-Keil, CEO & President of Merck CH, said that the company is well positioned to anticipate Latin America's increasing demand for consumer healthcare products. The company's business answers to emerging consumer trends include higher investment in digital communication; wholesale and pharmacy consolidation; increased production; and the consumerisation of Neurobion and Floratil, plus geographic expansion of Bion into Brazil, to meet the needs of the local emerging middle classes. Significantly, Kemmerich-Keil announced the regional launch of an innovative product for 2016. In other news, the company recently relaunched its global image – including fundamental revision of its visual appearance and a simplification of its business architecture – to reflect its transition from pharmaceutical products provider to science & technology innovator. Furthermore, outside the US and Canada, the company will operate uniformly as Merck.

**Comment:** As the successful implementation of Merck's 3x3 strategy in the region remains the focus – aiming at a minimum of 3% market share and at least 3 leading brands per market – LatAm has been showing the best performance for Consumer Health globally. The region is expected to see the majority of the business' global strategic initiatives by the end of the decade.

### Hypermarchas considers consumer unit's future

**BRAZIL:** Newspaper *O Estado de S. Paulo* reports that Hypermarchas is considering the separation of its consumer unit in addition to the divestment of its disposable nappies business, which was announced in May. This is being driven by the realisation that the company's strength lies within pharmacies, not supermarkets, and that a division or sell-off could potentially boost its pharma unit. According to the newspaper, Hypermarchas has been involved in talks for its disposable nappy business with

companies including Kimberly Clark, P&G and Santher, as well as Swedish group, SCA, Japan's Unicharm and the Chilean CMPC group, plus unnamed Chinese companies. However, progress has been slow and a deal, if there is one, will not be reached in 2015.

### Ponce & Benzo and Medifar cease operations

**VENEZUELA:** Laboratories Ponce & Benzo and Medifar have ceased operations in Venezuela, revealed ex-Health Minister, José Félix Oletta. Ahead of the announcement, a spokesperson from the Pharmaceutical Industry Chamber stated that the companies had been unable to obtain enough foreign currency to import raw materials. The closures will mean the discontinuation of a number of OTCs, including Ponce & Benzo's Dioxogen disinfectant, Adel wound healer, Dencorub topical analgesic and Wampole tonic, in addition to Medifar's medicines for women's health.

### Bayer enters new sales channels

**BRAZIL:** Bayer will begin to market a number of its consumer products through perfumeries and supermarkets, totalling 60 new points of sale in Grande São Paulo. The operation is expected to expand to other Brazilian cities in the coming months. Products such as Bepantol nappy rash treatment, Redoxitos vitamin C supplement, Coppertone sun protection and footcare brand Dr Scholl, will be made available through the new sales channels. Additionally, sales people will offer skin care advice at POS in support of Bepantol Derma.

### Biolab invests in Canada

**BRAZIL / CANADA:** Biolab is to invest US\$40mn over the next two years to set up its first R&D centre outside Brazil. The company has chosen a Canadian base owing to the support and incentives offered by the authorities. It is also easier to export to the US and Europe from Canada because of trade agreements. The R&D centre should be operational by Q1 2016 and will require an initial investment of Rs20mn (US\$6.3mn). As part of its internationalisation programme, Biolab has also set up a commercial office in Miami to handle

potential partnerships with MNCs. It is currently involved in negotiations with MNCs to license two innovative products: a topical nano-anaesthetic agent and an antifungal, dapaconazole.

## Boiron to expand in Brazil

**BRAZIL:** Some six years after entering the Brazilian market, homeopathic specialist Boiron has decided to expand its local operations. The French company's presence has so far been discrete, with just three brands on the market. However, with a new President hired earlier this year, it plans to launch 10 products by end-2015, including Coryzalia for rhinitis.

**Comment from Nicholas Hall's Network Partner in Brazil, Henry Adler:** As well as launching more products, Boiron will improve distribution to boost sales, which were Rs12mn (US\$3.8mn) in 2014; the company expects to increase 2015 sales by 30%. To date, the major retail pharmacy chains have accounted for 60% of sales with dispensing pharmacies contributing 40%. Boiron aims to make that 50:50. Longer-term plans include entrance into other LatAm markets via Brazil. By 2020 the aim is to quadruple the size of the business and to have launched at least 12 products. All will be premium priced in relation to their competitors. The strategy is to emphasise the cost / benefit of homeopathics.

### Snippets

**LATAM:** Colombian pharmaceutical company JGB intends to increase exports to other Andean countries over the coming year. It has announced that products introduced to each new market will vary according to specific consumer needs. Over the past ten years the company's revenue has quadrupled to over Ps170bn (US\$68mn).

**BRAZIL:** Teuto / Pfizer has formed a partnership with Peru's Lansier, an ophthalmology specialist. In the first phase of the deal, Teuto will distribute Lansier's products in Brazil, while a second stage, involving exportation to other countries, has also been discussed as a future possibility.

### Snippet

**BRAZIL:** Prati-Donaduzzi is planning to export its generics to the US, with a target date of early 2016, following Rs150mn (US\$47mn) investment in its second factory. It is currently producing pilot batches in order to get the plant certified by ANVISA for GMP, after which it will then submit the unit for FDA approval.

## Retail

### Ultrafarma targets China

**BRAZIL:** One of Brazil's leading online pharmacy retailers is attempting to tap into the Chinese market. Ultrafarma will begin selling its Sidney Oliveira and Rahda store brands, comprising vitamins, food supplements and cosmetics, via Alibaba's [Tmall.com](http://Tmall.com). To fulfil its foreign orders, Ultrafarma has established a new distribution centre in São Paulo, while a customer service team will operate from its office in Shanghai.

### Netfarma focuses on health and wellbeing

**BRAZIL:** Netfarma, the leading online pharmacy in Brazil, is changing its strategic approach and adjusting its business model to focus more on health, wellbeing and personal care, rather than chronic use products. In future, the likely aim will be to accompany health and medicinal needs via online information on doctor consultations, prescribing and the provision of medicines. Both doctor and patient would have online access to this data. With international players keen to enter / expand in Brazil, sources believe that the reorientation will create an operation that would attract buyers and add value for an eventual sale of the business.

### Pharmacies to become medical centres?

**BRAZIL:** Pharmacy industry association Abrafarma is petitioning ANVISA to increase the range of clinical

services that pharmacies can perform. Abrafarma estimates that the majority of its members already provide some level of services, including blood pressure and blood sugar checks, and administering injections. It points to a consumer study by Ibope Inteligência in which approximately half the respondents stated they would use the pharmacy for preventive health screenings and would undergo treatment offered by a pharmacist to stop smoking. One retailer looking to increase such services is Pague Menos – it plans to double the number of Clinic Farma centres in its 790 stores to 250 by end-2015, and to expand this to all outlets by 2017.

**Comment from Henry Adler:** While such centres appear to be similar to those set up by major pharmacy chains in the US, there is a significant difference: in the US doctors carry out medical consultations in the pharmacies. The pharmacies in Brazil have no plans to do so.

## Regulations

---

### Morning-after pill now OTC in Chile

**CHILE:** The Institute of Public Health has approved the sale of the morning-after pill without a prescription; this comes after a petition from the Health Commission of the Chamber of Deputies, which forms part of a bill that seeks to legalise abortion on three grounds. Emergency hormonal contraceptives began to be sold OTC in pharmacies in September 2015 after nine years of prescription-only status. According to Ramiro Molina, academic at the University of Chile's School of Public Health, it is a necessary step in preventing teenage pregnancy, which is a rising problem in poorer areas. It is expected that monthly sales will increase from 700 units to 1,300 during the first months of availability.

### More changes to track & trace

**BRAZIL:** ANVISA has made amendments to RDC 54/2013, which establishes a traceability system for medicines throughout the supply chain. The regulator has suspended the December 2015 deadline by which

companies must have serialised and tracked three lots of medicines. Additionally, the responsibility for collating production, distribution and marketing data will now fall to ANVISA, rather than medicine licence holders, following concerns that it could lead to anti-competitive behaviour. The changes have been made following industry criticisms over the feasibility of its implementation, timetabled for December 2016, although some commentators have stated that these new adjustments could delay the programme by 2-3 years.

### Chile imposes tougher smoking regs

**CHILE:** New legislation, which would force cigarette manufacturers to use plain packaging featuring anti-smoking messages, limit smoking at beaches and parks to designated areas and ban menthol flavourings, has been passed by the Chilean Senate and is now with the lower house, reports AFP. The proposed law has drawn anger from British American Tobacco, which covers 90% of Chile's tobacco market. Carlos Lopez, BAT Chile's head of corporate affairs, said that it would close their factory. Chile banned smoking inside public buildings in 2013, but the country has the highest number of smokers of all Latin American countries, with 28% of adults smoking at least once a day, reports the World Health Organisation.

### Government reduces medicine subsidies

**BRAZIL:** President Dilma Rousseff has announced in her 2016 Budget that the "*Aqui Tem Farmácia Popular*" (Popular Pharmacy Here) – which was created in 2006 and heavily subsidises the purchase of certain medicines for chronic conditions against a prescription in accredited pharmacies – will receive zero funding in 2016. However another part of the programme called "*Saúde Não Tem Preço*" (Health Has No Price) where key medicines for chronic conditions are provided free of charge against a doctor's prescription will continue in the government-run "*Farmácia Popular*" pharmacies. These are relatively few in number compared to the "*Farmácia Popular*" franchises run by private pharmacies. ✕

# Products round-up: Supplement marketers tackle lifestyle conditions



## Abbott's Duplostat to reduce cholesterol

**BRAZIL:** Abbott has entered Brazil's VMS category through the launch of Duplostat functional food supplement. The product is formulated with phytosterols and is positioned to lower cholesterol when taken twice daily, coupled with the adoption of a healthy lifestyle. Presented as 800mg softgel capsules, Duplostat is claimed to help reduce the absorption of LDL-cholesterol from the third week; additionally, when used in conjunction with statins, the efficacy in cholesterol reduction is the equivalent of doubling the statin dosage without any adverse affects, according to the company. Research undertaken by the Ministry of Health (quoted by Abbott) indicates that around 35% of Brazilians aged 65 years or over are affected by high cholesterol.

## New Neovite Max

**BRAZIL:** Bausch + Lomb / Valeant has extended Neovite eye health supplement with Neovite Max softgel capsules, which join current offerings Neovite and Neovite Lutein. The new formula contains higher concentrations of carotenoids lutein and zeaxanthin – which absorb harmful blue and ultraviolet light to avoid damage to the retina – in addition to Kemin Industries' FloraGLO Lutein, which improves the absorption of lutein. Presented as 30 or 60-count easy-to-swallow capsules, Neovite Max does not contain vitamin A or beta-carotene, both of which can lead to a greater risk of lung cancer in smokers and ex-smokers. B+L placed anticipatory "coming soon ... from No.1 brand in ophthalmological vitamins" announcements in the trade press prior to the product's launch.



## Hypermarcas relaunches Vitasay Stress

**BRAZIL:** Following its 2014 acquisition of Vitasay – which it had already marketed under licence from Premium (part of the Morizono Group) for a number of years – Hypermarcas has relaunched Vitasay Stress with new packaging. The multivitamin, whose formula includes vitamins E, C and B complex, is positioned to help reduce the action of free radicals and minimise daily wear and tear on the body, emphasised by the slogan, "Vitasay, sua dose diária de vitalidade" (Vitasay, your daily dose of vitality). Hypermarcas backed the brand with ads in the trade press detailing its mass media investment, which includes TV ads featuring celebrity chef Olivier Anquier.





## Broxol Alerg new from La Santé

**VENEZUELA:** Cough medicine Broxol (La Santé) has been extended with Broxol Alerg, positioned to treat allergy-induced coughs – such as those caused by pollen, dust and mould – in adults and children over the age of two. The cherry-flavoured sugar-free syrup contains loratadine and ambroxol and joins the most comprehensive line of cough suppressants available in Venezuela, according to La Santé. The range also includes Broxol Flem for productive cough, Broxol Grip for relieving cough and flu symptoms, Broxol Miel (Honey) for dry cough, plus sugar-free and alcohol-free presentations.

## Bayer introduces Berocca Performance

**ARGENTINA:** Bayer launched Berocca Performance dietary supplement in October; the product's formula contains a higher concentration of B complex vitamins than original Berocca and is enriched with vitamin C, calcium, zinc and magnesium. Presented as effervescent or film-coated tablets, Berocca Performance is positioned to improve mental alertness and physical energy when taken regularly.



## EMS' Colevit D launch increases competition

**BRAZIL:** EMS has entered Brazil's second largest single vitamin category with the launch of Colevit D vitamin D drops. Presented in a 20ml bottle, the 200IU drops are positioned for avoiding vitamin D deficiency, which can impair growth and healthy body function. The brand will compete against leading DePURA (Sanofi) and Addera D3 (Hypermarcas), as well as 2013 launches DeSol (Apsen) and Dose D (Aché).



## Sandoz / Novartis rolls out Amidalin Yep!

**BRAZIL:** Novartis' Sandoz division has replaced the original Amidalin range with Amidalin Yep!. The original pastilles were formulated with benzocaine and tyrothricin and indicated for soothing sore throat; however, the new Yep! candies are being marketed as Sandoz' first food product. Available in three flavours – mint, honey & lemon and ginger & propolis – the presentations are designed to provide different sensations, including refreshing, warming and calming. All versions contain vitamin C to help boost immunity, while the honey & lemon flavour also contains chamomile.







## Aerotina now for children

**ARGENTINA:** Raffo has relaunched Aerotina syrup under the name Aerotina Pediátrico, repositioning it for children. To reflect the change, the product has updated packaging, while a new TV campaign features a doctor stating that it is: "The No.1

brand recommended by paediatricians". Indicated for the treatment of a range of allergy-related symptoms – including sneezing, runny nose, streaming eyes, itching and rash – the loratadine-formulated syrup is claimed to provide 24-hour relief via a single daily dose without inducing drowsiness.

## Numerous launches from Genomma

**ARGENTINA:** Genomma has boosted its presence in Argentina with a spate of launches; the following products have been added to the marketer's portfolio:

- Goicoechea Reductora, a circulatory aid positioned to help consumers lose weight on their hips, bottom and thighs. In addition to the natural extracts found in the original product line – such as Varisen for improved appearance of skin and reduced varicose veins – Goicoechea Reductora is formulated with Liporeduce, which is claimed to reduce fat in problem areas by a total of 5.3cm over a four-week treatment period. The cream is offered in a 100ml bottle with complimentary massaging applicator.
- Genomma has relaunched Triatop anti-dandruff shampoo following its acquisition of the brand in 2014. As well as updated packaging, the product has been reformulated to include salicylic acid and zinc pyrithione. The company has supported the brand with TV ads highlighting the product's efficacy in controlling dandruff from the first use, with new slogan, "*Controla de la caspa de verdad*" (Real dandruff control).
- Cicatricure Roll On Ojos line extension is an under-eye product with dual positioning; it is claimed to reduce the appearance of puffy eyes and to have anti-ageing effects, as well as functioning as a concealer. The product, which is currently exclusive to Argentina, is backed by TV ads featuring Argentinian actress Liz Solari and the tagline, "*Tu mejor mirada*" (Your best look).



## Redoxitos gummies now in grape flavour

**BRAZIL:** Bayer has extended its Redoxitos paediatric vitamin C brand with grape-flavoured gummies. Available in a 25-count pack, the newest presentation joins the orange, tropical fruit and strawberry-flavoured offerings. Launched in 2013, Redoxitos – which is suitable for children aged four years and above – has made a significant impact on Brazil's vitamin C category, garnering sales of approximately US\$6mn in the 12 months to June 2015, according to **DB6**.



**Nicholas Hall's  
Global OTC Markets:  
The Definitive Guide to the World's  
12 Leading OTC Markets**

Just published! Our report aims to guide readers through the intricacies and specifics of these diverse OTC landscapes. The report is an invaluable go-to resource for anyone who wants to know the ins & outs of the major OTC markets, from regulatory developments to OTC category insights, from consumer preferences to leading brand performances.

Available as a whole report or as individual country profiles.

**Report Coverage**

- |             |           |         |          |
|-------------|-----------|---------|----------|
| • Australia | • China   | • India | • Russia |
| • Brazil    | • France  | • Italy | • UK     |
| • Canada    | • Germany | • Japan | • USA    |

Hot off the press!

Order yours today with Nino  
E: [nino.hunter@NicholasHall.com](mailto:nino.hunter@NicholasHall.com)



Featuring  
insight from



**Nicholas Hall's  
Global OTC Cough, Cold & Allergy Review**

Discover all there is to know about the Global OTC Cough, Cold & Allergy Market with Nicholas Hall's comprehensive report, which contains multi-country coverage alongside detailed analysis of individual categories and brands.

The report analyses CCA in 15 countries across four regions featuring key trends, individual category analysis, regulatory developments, success factors, forecasts for the future and plenty more.

This report is available as a complete report or as individual country profiles. Please get in touch with Nino to find out more or to place your order.

Nino Hunter – E: [nino.hunter@NicholasHall.com](mailto:nino.hunter@NicholasHall.com)



 **Nicholas Hall's**  
OTC REPORTS